

# LIFE



**LAS VEGAS—IS BOOM OVEREXTENDED?**

**THE WAR ON VIRUS DISEASES**

**ROBERT COUGHLAN TELLS OF SALK'S NEW GOALS**

**NEWEST IN LAS VEGAS:  
GIRLS AT THE MOULIN ROUGE**

**20 CENTS**

**JUNE 20, 1955**



# New! Frigidaire Picture Window Hydrator stores fruits and vegetables in the door!



Lifetime Porcelain inside and out  
... only Frigidaire has this protection!

New Frigidaire Food Freezer - Refrigerator stores all food  
the way you buy it... the way you use it

HERE'S THE HANDIEST HYDRATOR in the world! Swing it down from the handy Pantry-Door and store the fattest cabbages, the longest celery *at convenient easy-to-reach level*. Swing it up and put your vegetable supply on display behind the exclusive Picture Window. No crushing... there's plenty of room to keep a whole week's vegetable supply crisp, moist and fresh.

Only the new Frigidaire Imperial Cold-Pantry stores food this way—the way you buy and use it. The huge re-

frigerator up top rolls all food out in plain view at your finger tips on Roll-to-You Shelves. New Flowing Cold chills foods faster; holds more constant temperatures even on the door.

The separate Food Freezer on the bottom rolls out 66 lbs. of frozen food in a big, gliding basket. Juice Can Tray, plus one Quick-Cubelet and two Quickube Ice Trays. Choice of Sherwood Green, Stratford Yellow or Snowy White exteriors. Ask about trade-in allowances at your Frigidaire Dealer's.

## Frigidaire Imperial Cold-Pantry

BUILT AND BACKED BY GENERAL MOTORS



**B.F. Goodrich**

FROM NOW UNTIL JULY 4

# BURNS & ALLEN OLD TUBE ROUNDUP

DO YOU KNOW WHAT ROUNDUP MEANS, GRACIE?

SURE, SILLY! THAT'S WHEN SMART MOTORISTS GO ROUND TO THEIR B.F. GOODRICH RETAILERS AND TRADE UP TO TUBELESS SAFETY!

**LARGEST  
TRADE-IN  
ALLOWANCE  
OF THE YEAR**  
for your old tires  
and tubes during  
this period

## B. F. Goodrich Retailers launch Safety Crusade to end inner tube menace!

B. F. Goodrich retailers coast-to-coast join with George and Gracie in a great safety drive to get the inner tube—biggest source of dangerous tire troubles—off the road.

Your inner tubes are as dangerous as they're old-fashioned. They can blow out any time—threaten your life and your family's! But they're worth extra money to you *right now* when you trade in your tube with your tires for B. F. Goodrich Power Tubeless—the Power Tires for today's power cars.

Made by the *Inventor* of Tubeless, B. F. Goodrich Power Tubeless Tires have a 7-year lead in use and proof. Find your B. F. Goodrich retailer's name in the Yellow Pages under "Tires".

**GET SET NOW FOR SAFE SUMMER DRIVING**

See your B. F. Goodrich retailer. Many offer **\$100 DOWN** these tires for as little as... **LOW WEEKLY TERMS**

ALL THIS POWER HERE:

POWER ENGINE

POWER STEERING

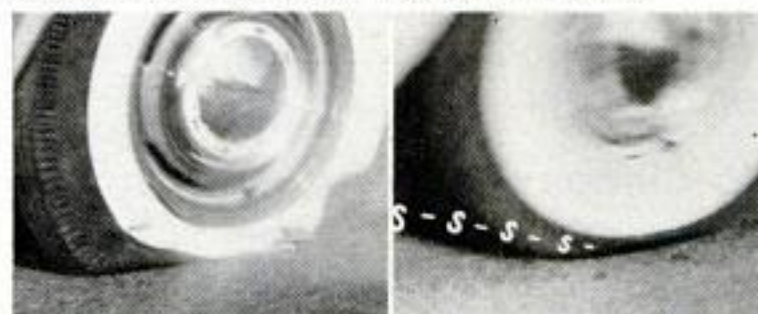
POWER SHIFT

POWER BRAKES

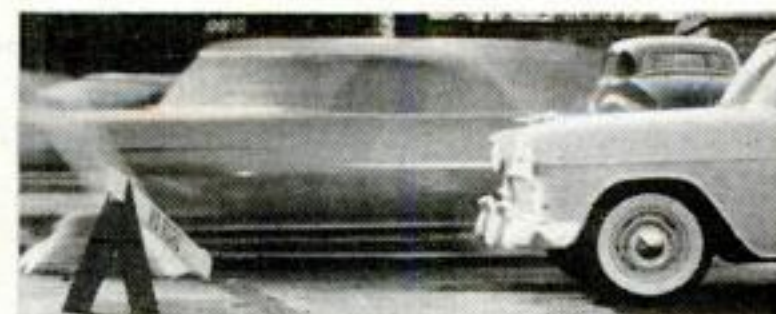
NEEDS B. F. GOODRICH POWER TUBELESS TIRES TO PUT IT TO WORK ON THE ROAD



**FOR POWER STARTS**—they give more grip, less slip. It's easy to spin your wheels on power take-off. B. F. Goodrich Power Tubeless take surer, firmer hold on smooth or wet roads.



**FOR POWER GO**—they take out the bruise blowout. Patented inner liner slows air loss. Instead of a dangerous blowout, you get a safe s-s-slowout that gives you time to stop safely.



**FOR POWER STOPS**—they take out the skid. They stop your car when power brakes stop your wheels. Revolutionary new power-designed treads help de-skid skiddy roads.



**FOR POWER TURNS**—they take out the squeal. Where power-steered turns make ordinary tires squeal, B. F. Goodrich Power Tubeless are quieter. They resist side-skid; give better control.

TWO B. F. GOODRICH POWER TUBELESS TIRES: *LIFE-SAVER*, that seals punctures permanently; *SAFETYLINER*, that costs no more than tire-&-tube



## Las Vegas pushes its luck

20

Five luxury hotels have just opened for business and seven more are on the way, but gamblers in America's biggest gaming town are having some doubts about filling them up.



LAS VEGAS CHORINES

## Paths Walt Whitman walked

113

On the eve of the 100th anniversary of 'Leaves of Grass,' a sensitive photographer gives his impressions of the haunts frequented by America's first great modern poet.



POET WHITMAN AT 36

## A new-old look in beachwear

64

LIFE presents a collection in color of 1955's flouncy swimsuits and playclothes which, though still brief in size and brash in color, give the wearer a quaint, old-fashioned look.



TWO QUAINT MODERNS

## The circus is all dolled up

79

John Ringling North spent \$300,000 to make his 1955 show compete with TV and Hollywood, but the old standbys shine through. Six pages in color of "the greatest show on earth."



OLD CIRCUS STANDBY

## Closing in on the viruses

122

An exciting revolution in preventive medicine, set off by Dr. Salk's discoveries, is described by LIFE's Robert Coughlan, winner of Lasker award for medical journalism.



UNKNOWN VIRUSES

## COVER

Two girls from hottest chorus line in town do a cancan at Las Vegas' interracial Moulin Rouge (pp. 20-27)

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17—GARY WAGNER  
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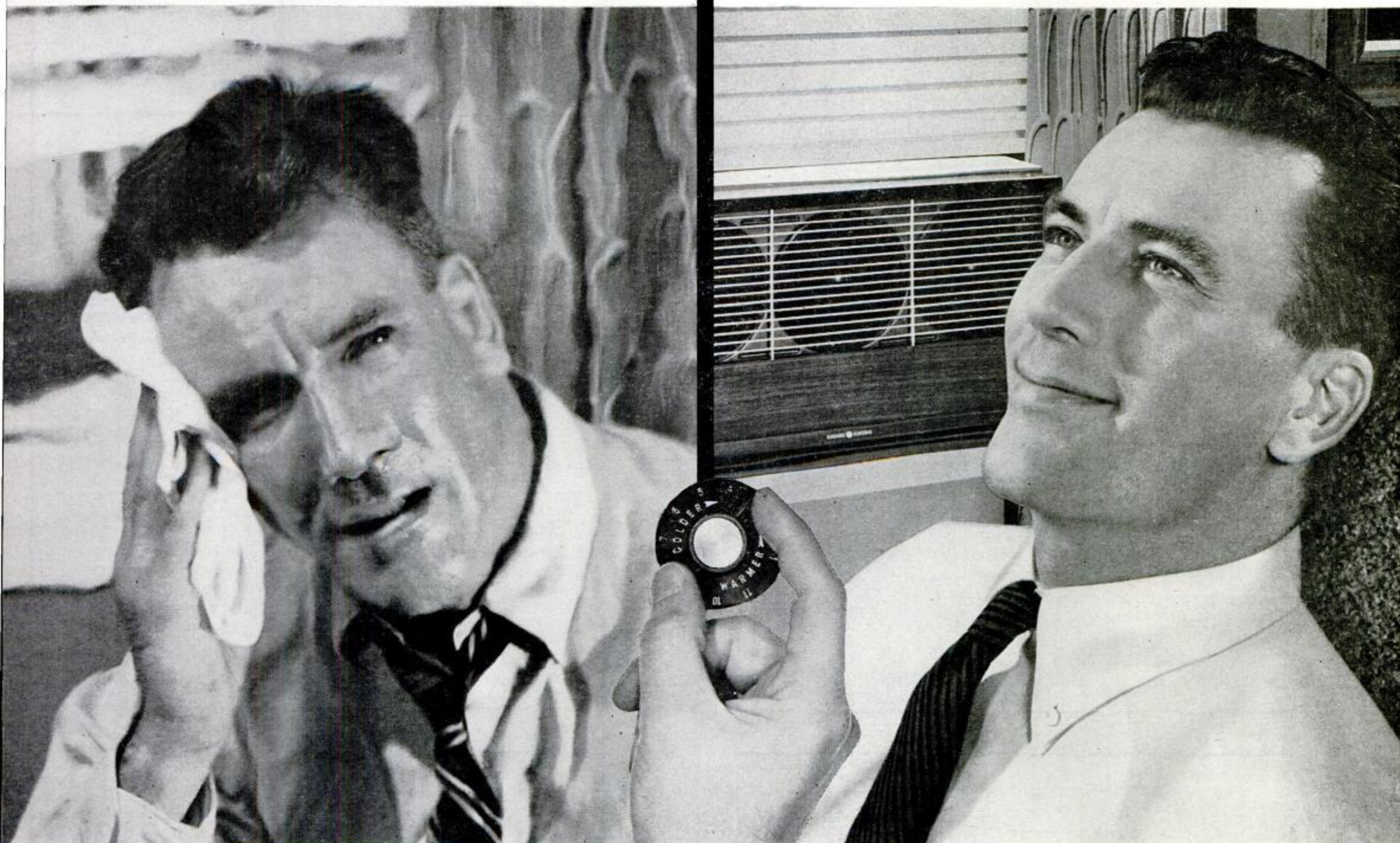
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# Why Swelter?

JUST A TWIST OF THE WRIST  
CHANGES HOT MISERY . . . TO COOL COMFORT!



## Live and work in G-E "Comfort-Conditioned Air"!

Simply dial out swelter with this great new General Electric Room Air Conditioner! You can sleep dry and cool *tonight* in G-E "Comfort-Conditioned Air"—air that's *always* cool, dry and filtered to reduce dust, dirt and pollen.

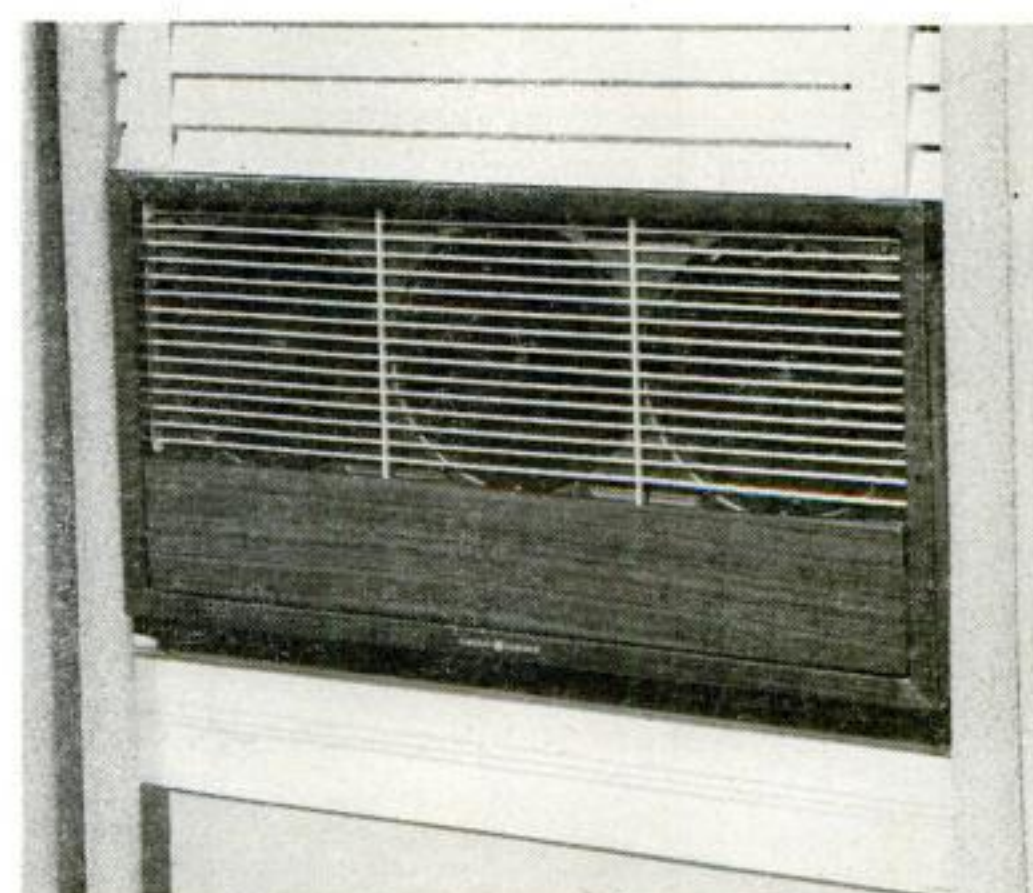
Why not call your General Electric dealer now? He can tell you all about this *fully automatic* room air conditioner! You just set it, and forget it! No expensive plumbing or remodeling necessary for installation. No water pans to empty. No radio or TV interference.

There is a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, to fit any size budget! And every one is backed by a 5-year written pro-

tection plan from General Electric, for years the symbol of dependability to appliance users everywhere.

### Only the G-E Room Air Conditioner offers you all these benefits:

- **Space-saver drape-line design** gives you choice of mounting: flush (shown at right), projecting (as in picture above), or any position between.
- **Fully automatic** controls—a single dial gives you choice of 6 comfort positions.
- **No-draft comfort**—3 big rotator air directors send "Comfort-Conditioned Air" to every part of your room. No more drafts or chilly spots!



G-E ROOM AIR CONDITIONER



**Uses less current!** New G-E High Power Factor (HPF) models use less electricity. The ½ h.p. models require no expensive wiring—use less current than a toaster or an iron. Ask your power company about HPF before buying any room air conditioner!

So quiet! So very dependable!

# GENERAL ELECTRIC

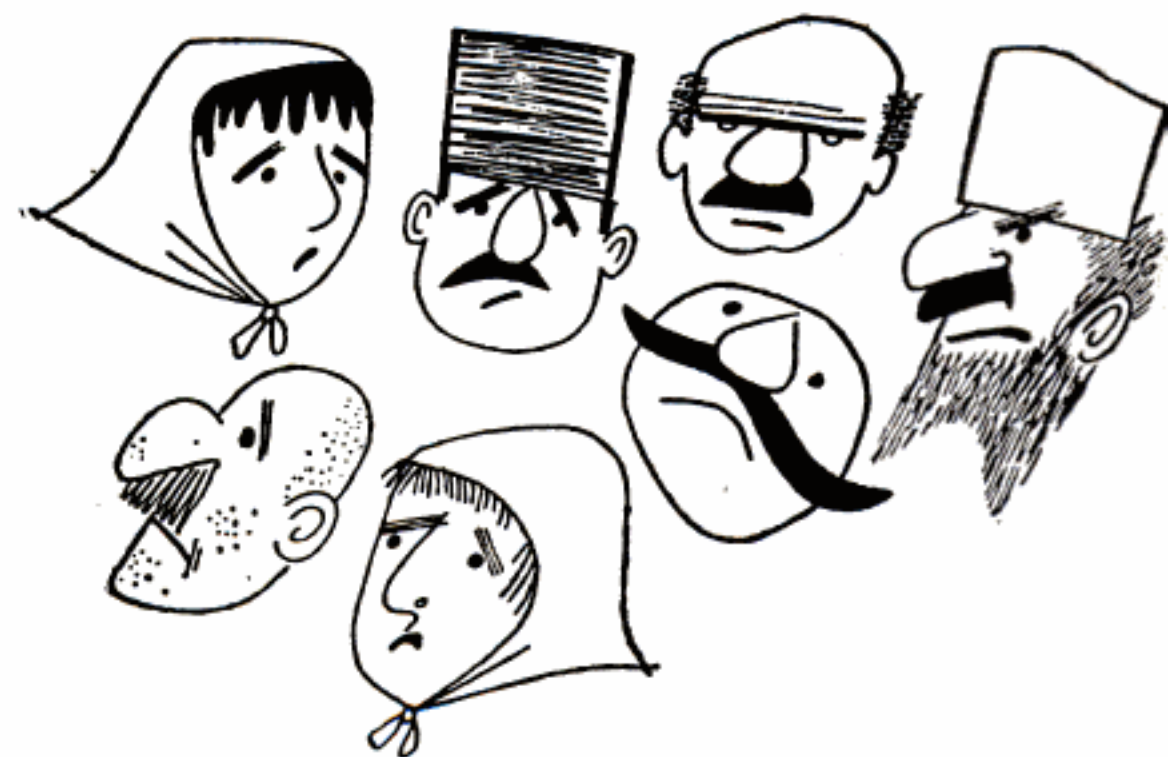
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TGQF-WUW-8WWD

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# WHAT EVERY RUSSIAN OUGHT TO KNOW ABOUT OWNING STOCKS IN AMERICA

Before the Revolution, Russia had a national securities market in the city of St. Petersburg (now Leningrad). But it isn't open any more. For that reason, the facts below about stock ownership in America might come as a surprise to the Russian people today.



1

## CAN ANYONE BUY STOCKS?

The right to buy stock is as basic to our American way of doing things as the right to vote and freedom of speech. For example, any American has the right to purchase a share in the ownership of the nation's great corporations whose securities are listed on the New York Stock Exchange.

Through the years, millions of Americans have bought stocks—and that is one of the reasons why our capitalistic democracy works so well. By issuing stocks, companies have gathered together from investors the money they need to produce a steady stream of new, improved products, build factories, put people to work. Companies whose stocks are now listed on the Exchange account for about one-half of the production and services of our American corporations, and employ nearly 11,000,000 people.

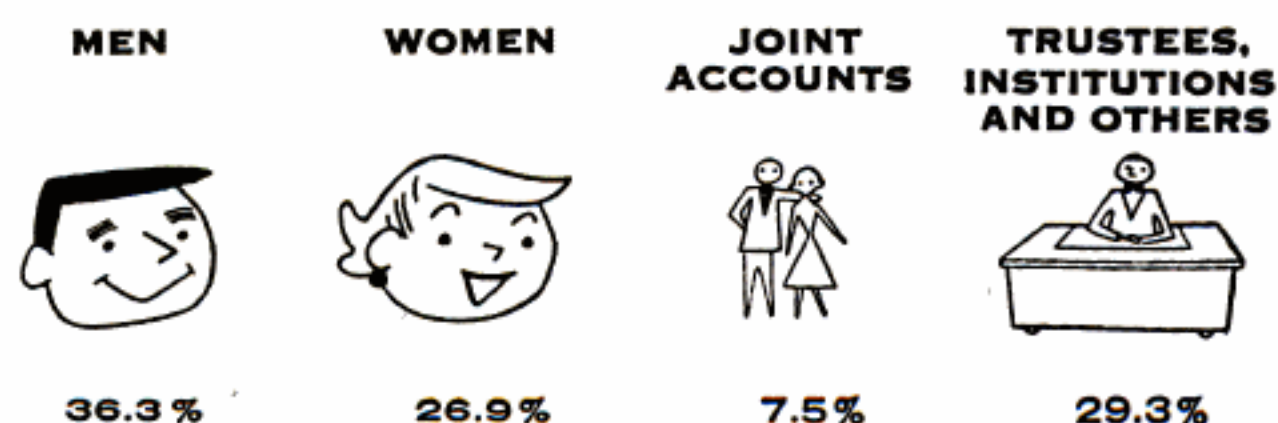
Our system of stock ownership has helped make possible a country in which there is a higher standard of living than anywhere else in the world.



2

## WHO ARE AMERICA'S STOCK OWNERS?

Based on a nation-wide study, here's an estimate of who owns the shares of America's leading companies:



**LET'S TAKE A LOOK AT FAMILY INCOMES** of America's 7½ million share owners. Latest estimates show that 31.6%, or 2,370,000, have annual incomes of less than \$5,000; 44.4%, or 3,330,000, have \$5,000 to \$10,000; 24%, or 1,800,000, have \$10,000 or more. And many insurance companies, pension funds and other institutional investors have common and preferred stocks—which means that millions more people own stocks indirectly.

3

## WHY DO PEOPLE INVEST IN STOCKS?

Americans invest in stocks because they believe in the future of American companies and want to share in their growth and any profits that may be paid out in dividends. When an American buys common stock, he has an actual ownership interest in a company—including its plant, raw materials and inventories. He also can attend stockholders' meetings and vote for the company directors.

Naturally, companies don't always prosper—there's risk in owning stocks just as there's risk in owning any kind of business. That's why prudent investors tailor their investing to the amount of risk they can afford.

But although there is no assurance that a stock will pay a dividend, the table below shows how many stocks listed on the New York Stock Exchange haven't missed paying a cash dividend in every year for 20 to more than 75 years:

14 stocks—75 years or more
70 stocks—50 to 74 years
63 stocks—40 to 49 years
88 stocks—30 to 39 years
203 stocks—20 to 29 years



4

## HOW CAN AN AMERICAN GO ABOUT BUYING STOCKS?

First, he should get the facts about the company in which he wants to invest. A partner or registered representative with a Member Firm of the New York Stock Exchange is always glad to give him—at no cost—the latest available information about any of the 1,522 common and preferred stocks listed on the Exchange (as well as the 739 corporate bonds and many government bonds).

Then he can place his order to buy or sell with the Member Firm. The Exchange provides a market that brings together orders from buyers and sellers all over the nation.

An American can invest as much as he wishes, and it is now possible to buy stocks on the pay-as-you-go Monthly Investment Plan for as little as \$40 a month or quarterly.



There is nothing mysterious about buying or selling stocks in America. The practice is as old as the nation itself, part of the fabric of capitalistic democracy and one of the reasons for its success.

### INVESTMENT FACTS

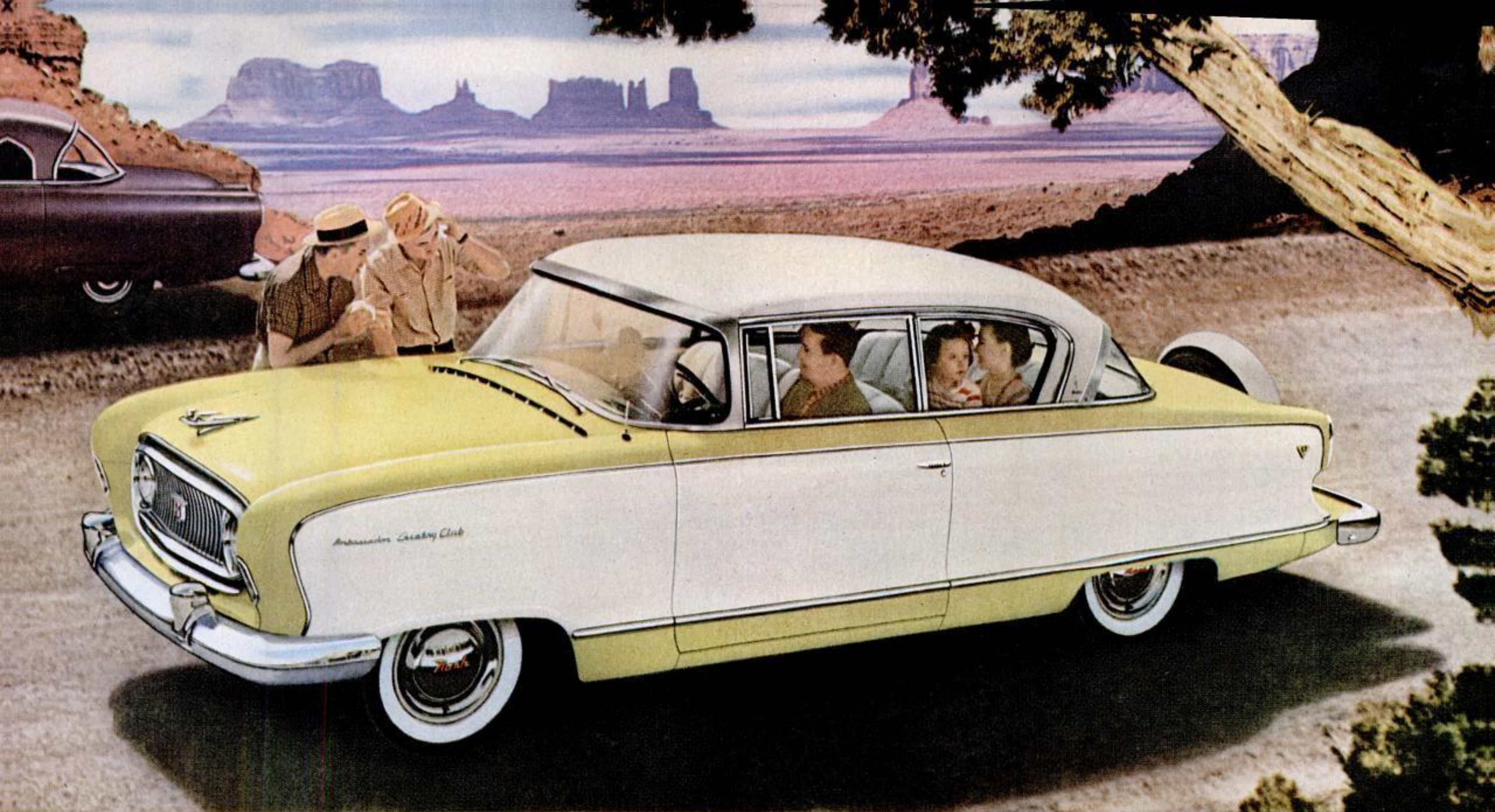
...about  
Common Stocks  
and  
Cash Dividends

**FREE BOOKLET** tells you what stocks are, what cash dividends particular stocks have paid, how to buy stocks and about the new pay-as-you-go Monthly Investment Plan. For free copy of *Investment Facts*, get in touch with your local Member Firm or if you don't know the address of a Member Firm, write directly to the New York Stock Exchange, Dept. LF-2, P. O. Box 252, New York 5, New York.

*Own your share of American Business*

**MEMBERS AND MEMBER FIRMS OF  
THE NEW YORK STOCK EXCHANGE**





TOUR AMERICA IN AIR-CONDITIONED COMFORT. EVERYONE CAN AFFORD NEW NASH LOW-COST SYSTEM.

# ICY-COOL NASH STARTS TRAVEL BOOM



**NO MORE SUMMER** heat or winter cold, no more dust or traffic roar. Nash All-Season Air Conditioning uses no trunk space, costs hundreds less than most old-type systems that only cool.

Thanks to Nash, thousands of families look forward to a new kind of vacation.

Not for them the irksome heat and dust, the usual tension and strain. They loll in reclining seats, in refrigerated fresh air, windows shut to dust and noise. They see through the widest Scena-Ramic windshield. A new kind of springing smothers every bump.

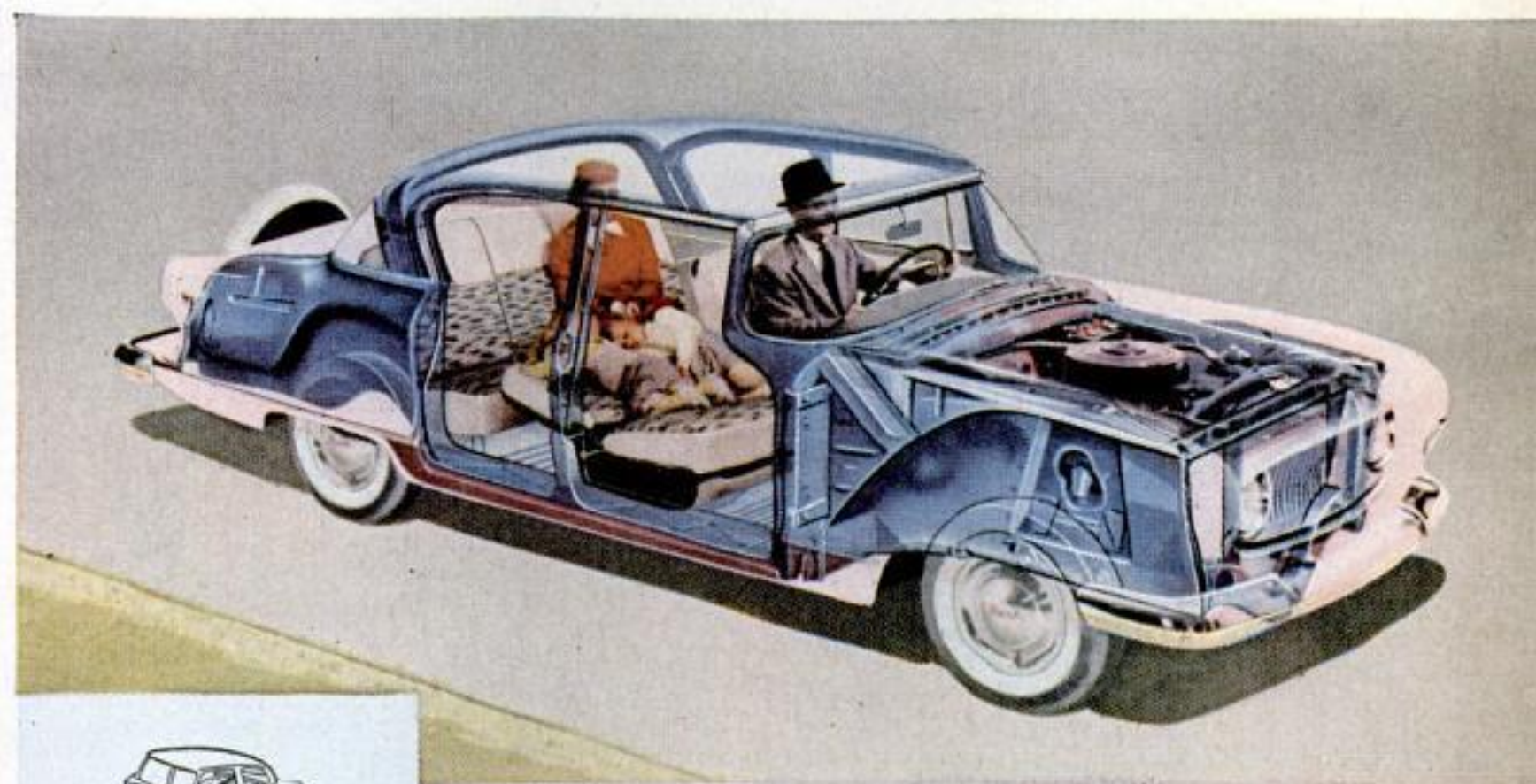
Yes, all this in the smartest, most distinctive car of the year . . . built with double safety and durability. See and try the new Ambassador with Jetfire V-8 engine, "hottest thing on wheels". Product of American Motors.

**NASH MOTORS DIVISION,**  
Detroit 32, Michigan

GET TODAY'S BIGGEST "BIG CAR" VALUE  
**THE 1955 NASH STATESMAN**

For as little as **\$2215<sup>00</sup>**

Factory delivered, Kenosha, Wisc., includes Fed. taxes for Statesman 4-door Super Sedan. Optional equip., state, local taxes, if any, extra.



OLD WAY

**ENTIRELY NEW SAFETY!** Different from old-type construction (see left), in Nash the Double Strength of the Single Unit extends structural girders around passengers and engine. Far safer, lastingly free of body-bolt rattles—adds "second lifetime" value to every Nash, new or used.

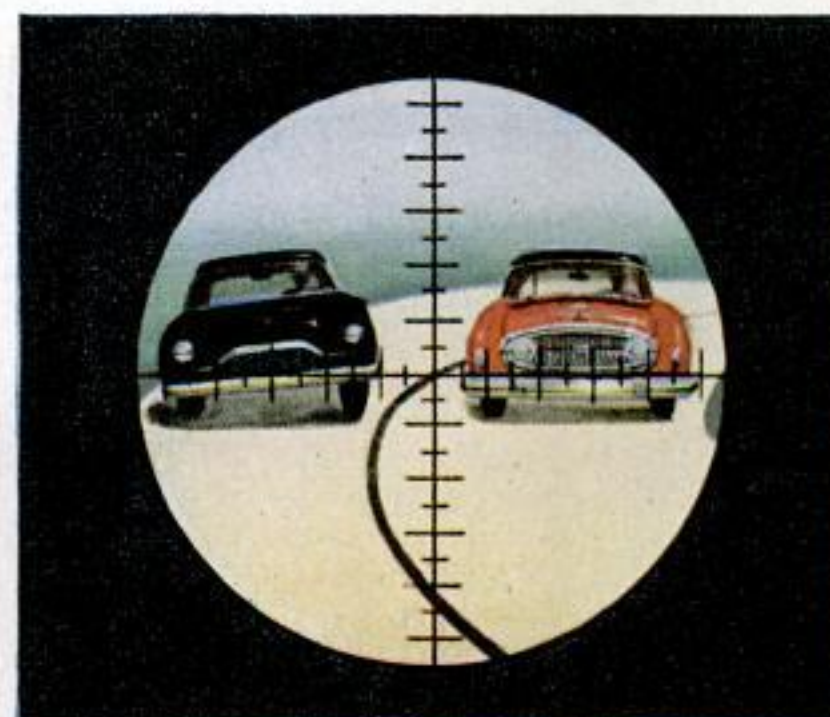


**JUST LIKE HOME.** Nash Airliner Reclining Seats keep children rested, serve as chaise longue, give driver posture-change. Standard equipment on all custom models, optional on others.



**EXTRA LUGGAGE SPACE** in the car with the biggest room on the road. In Nash, the front seat and wrap-around windshield are the widest . . . visibility the best of the '55 cars.

See "Disneyland"—big TV hit for all the family over ABC Network.

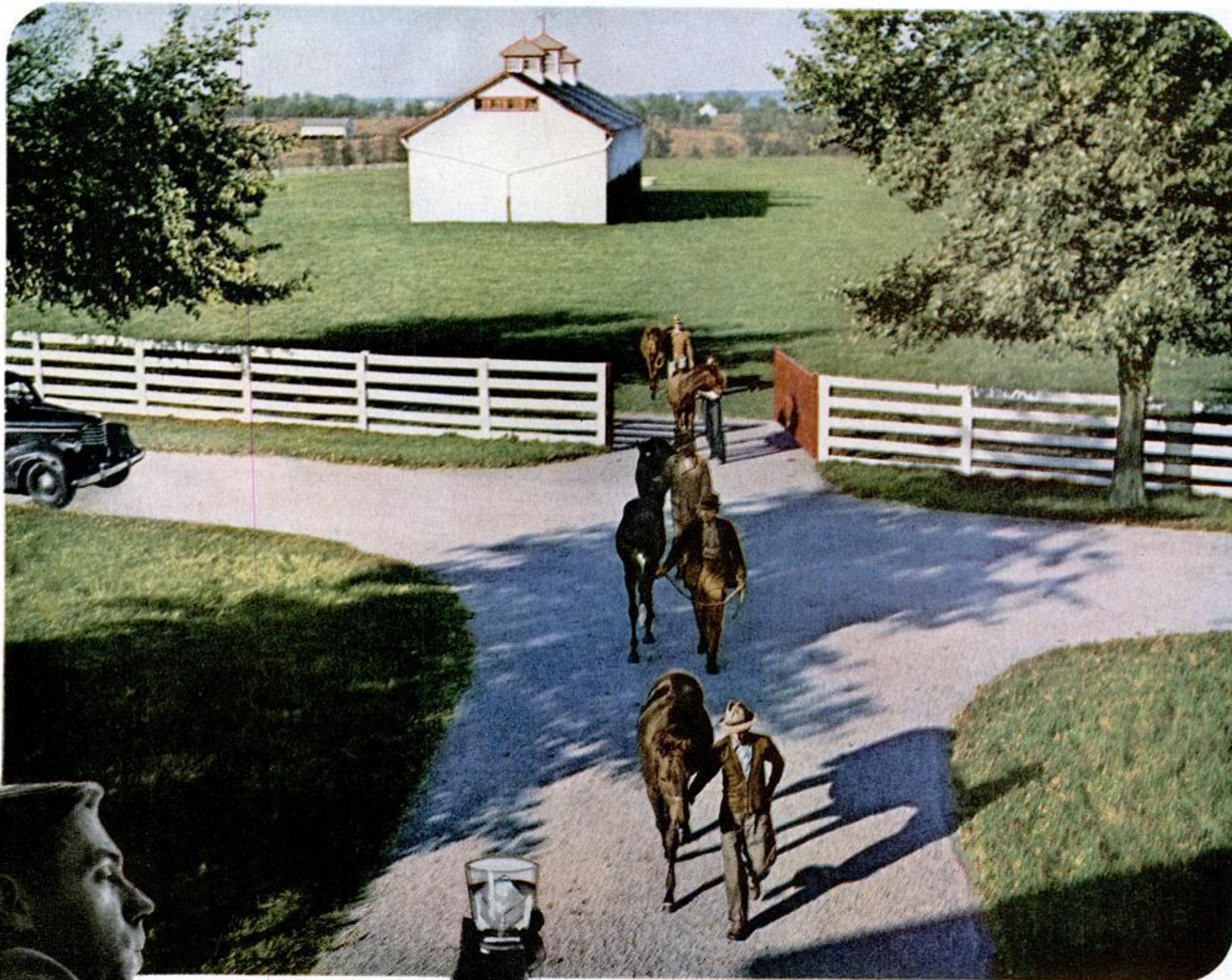


**NEW ANTI-SWAY** safety on curves—another feature of the Deep-Coil ride that cradles passengers from high-mounted, triple-cushioning coil springs, serving all four wheels. Smoothest, safest ride ever felt in any car at any price—try it!



**TWIN TRAVEL BEDS** in a twink, high and dry, and insect-screened—no bother with tents. Yours in Nash—one of 7 great features that make every Nash, new or used, a "better buy".





Rest assured,  
when you buy Early Times.  
Kentuckians who know so much  
about fine horses and fine whisky,

choose Early Times year after  
year over all other straight  
bourbons. **It's every  
ounce a man's  
whisky.**

**EARLY TIMES**



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## Where do 14 million Americans go to save?

Americans save in lots of places. But a definite and very important trend is now taking place: Every day, more and more people are opening savings accounts in insured Savings and Loan Associations.

In fact, Americans are now putting more of their savings account dollars in these Associations *than anywhere else!*

There are several very simple reasons why this is so:

**ONE**—Your savings earn *excellent returns*. You make money because the Associations invest most of their funds in sound, steady-paying home mortgages.

**TWO**—You enjoy *complete safety*. Your savings are protected by good management and substantial reserves. They are insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation—an agency of the U. S. Government.

**THREE**—These Associations are local organizations, managed by

responsible, experienced people of your own community. They give *friendly, prompt and convenient service*.

And here's another way insured Savings and Loan Associations can be a big help to you: When you're thinking of buying a home, remember that they make liberal mortgage loans. What's more, they see to it that you get your money quickly and at moderate rates.

It's a good idea to get to know your nearby insured Savings and Loan Association. You'll find it's an important place—and a mighty good place to do business.

### **SAVINGS AND LOAN** FOUNDATION

*The Savings and Loan Foundation, Inc., is an organization of insured Savings and Loan, Building and Loan, and Homestead Associations from coast to coast—dedicated to the preservation of democracy through thrift and home ownership in every American community. Address: 1111 E Street N.W., Washington 4, D. C.*



*Look for this emblem. It identifies associations insured by the FSLIC.*  
© 1955, TS&LF





Look in your mirror... see this promise come true!

## For whiter teeth change to Pepsodent

...because of all leading toothpastes...

## Nothing gets teeth as clean, as white as Pepsodent!

Only in Pepsodent do you find the world's *most effective* tooth-cleaning ingredient. It is "I.M.P."... Insoluble Meta-Phosphate... and it is found only in the Pepsodent-Irium formula because *Pepsodent uses the entire world's supply.*

That's why nothing... no other leading toothpaste... gets teeth as clean, as white as Pepsodent. Lever Brothers unconditionally guarantees you will see Pepsodent's promise of cleaner, whiter teeth come true. If you don't agree, Lever Brothers will return your purchase price.

Remember, too, cleaner, whiter teeth mean less tooth decay, a sweeter breath and a clean mouth taste that lasts for hours. Why not change to Pepsodent today?



**HAVE YOU TRIED PEPSODENT CHLOROPHYLL?**  
Stops mouth odors instantly. Keeps your breath fresh for hours—yet won't stain!



# New *Roll-Out* Refrigerator Has Giant Freezer Below!



## Hotpoint



### Refrigerator-Freezer

*Rolls Out For Easy Cleaning . . . Puts Most-Used Foods At Easy-Reach Level . . . Least-Used Foods In Big 123-lb. Freezer At Bottom*

**THIS IS FOR YOU** — the most practical, most convenient refrigerator-freezer ever built!

**All-new design.** Entirely different from conventional refrigerator-freezers, the Hotpoint EYE-HI has a big automatic-defrosting refrigerator *at the top*, where the foods you use most are always within easy reach. Never again must you constantly bend and stoop.

**Two separate cold systems.** Again unlike many conventional combinations, the Hotpoint EYE-HI brings you a *true* food freezer—with its own separate cold system, heavy six-side insulation and its own separate door with special *cold-seal* latch. And it's so large you can freeze and conveniently store 123 lbs. of food at one time!

**Exclusive roll-out feature.** Just release brake and your Hotpoint EYE-HI rolls out—for cleaning, waxing floor, decorating. Compare the EYE-HI with any other combination and discover a *new high in convenience!*\*

\*Dealers are listed in most classified phone directories.



Harriet Nelson—co-star of Hotpoint's famous OZZIE & HARRIET program—every week on TV!



**Hotpoint Stor-Mor Shelf**—special slide-away feature quickly and easily converts from full-width shelf to provide extra height for large, bulky items such as hams, turkeys, etc.



**Twin Crispers**—provide ideal humidity, keep vegetables crisp, fresh. Extra large, porcelain finished. Rounded corners make cleaning extra easy. De luxe Spice Gold trim.



**Hotpoint Dairy-Stor**—includes egg shelf, thermostatically controlled Butter Bin, two Cheese Keepers and handy Ready-Foil Dispenser for wrapping foods for freezing.



**True Food Freezer**—has own separate cold system. Handy juice dispenser rack and frozen food rack in door plus convenient glide-out basket put all foods *out front*.



## Hotpoint

FIRST WITH THE FINEST FOR 50 YEARS!

Ranges • Refrigerators • Dishwashers • Disposals®  
Water Heaters • Food Freezers • Automatic Washers  
Clothes Dryers • Air Conditioners

Hotpoint Co. (A Division of General Electric Company), Chicago 44.



# Plenty of action!



... with **TEXACO FIRE CHIEF** 100% **CLIMATE-CONTROLLED**

When Texaco Fire Chief gasoline's in your tank, you're in for action. Split-second *starting* action... smooth, get-up-and-getaway action... slick, effortless *hillclimbing* action.

And that's true wherever you fill 'er up and whatever the season. Know why? Because Fire Chief is the only regular-price gasoline 100% Climate-Controlled and available in all 48 states.

Better get a tankful. The man to see is your Texaco Dealer, *the best friend your car has ever had.*

**TEXACO DEALERS** in all 48 states

*Texaco Products are also distributed in Canada and Latin America*

**TUNE IN**...TEXACO STAR THEATER Starring DONALD O'CONNOR or JIMMY DURANTE on television... Saturday nights, NBC.







## WALKER SILENCERS

For quicker take-off, faster get-ahead, more passing power—ask your repairman for a Walker Silencer.

WALKER MANUFACTURING COMPANY OF WISC.  
RACINE, WISCONSIN

## For Quick Relief of HEADACHE NEURALGIA

Ease Pains of Headache, Neuralgia, with Quick Acting STANBACK... Test STANBACK against any preparation you've ever used... See how quick relief comes.

**Snap Back with STANBACK POWDERS**

Guaranteed by Good Housekeeping

## Hot, Tired, Tender, Perspiring FEET?

You'll marvel how quickly Dr. Scholl's soothing, refreshing Foot Powder relieves sore, tired, burning, sensitive, perspiring, odorous feet... how it eases new or tight shoes... helps prevent Athlete's Foot. Start using it today.

**Dr. Scholl's FOOT POWDER**

ATLAS JALOUSIE WINDOWS & DOORS  
Fashioned for 4 Season Living  
SEE IT TODAY OR WRITE FOR NAME OF NEAREST DEALER

**ATLAS JALOUSIE WINDOWS**  
646 SUNRISE HIGHWAY  
ROCKVILLE CENTRE, N. Y.  
"Best in Any Weather... Hurricane Approved"

# LIFE

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The one, the only, the original *Charles Antell*—who put Lanolin in the language—makes this very special offer for beautiful hair!



## Super Lanolin Formula 9 puts new life in dead-looking hair

Before Charles Antell came on the scene, you hardly heard of the word LANOLIN. Now there are hundreds of products for hair care, all trying to imitate the original.

But now they're all outdated! Old fashioned! Now there's Charles Antell Formula 9 with SUPER-Lanolin, that gives you a clean, healthy scalp and beautiful, lustrous hair. SUPER-Lanolin is actually three times more beneficial to hair and scalp because it retains three times the vital moisture and natural oils healthy hair needs.

To get you to try this new, improved Charles Antell Formula 9 with SUPER-Lanolin, we make the very special offer above. Try it! If you don't like it—your money will be cheerfully refunded!

Remember! There's only one Charles Antell! There's only one SUPER-Lanolin! Beware of imitations!

CHARLES ANTELL, INC., BALTIMORE, MARYLAND





MOTHER CATHERINE WITH CAMERA

## Walled-in World



AT 4:40 A.M. WOODEN CLAPPER AWAKENS NUNS

### A NUN PHOTOGRAPHS HER CLOISTERED LIFE

These pictures of life in a Discalced Carmelite monastery could never have been made by a professional cameraman. The Carmelites are one of the most strictly cloistered of all orders of nuns, never leaving the monastery (except in cases of grave sickness), rarely receiving visitors, and permitting outsiders to enter the monastery only for the most necessary reasons. In the absence of a professional photographer, these scenes were taken by an amateur, Mother Catherine Thomas, D.C., who wanted to give outsiders a pictorial idea of the Carmelite nun's long, dedicated hours of fatiguing prayer, work and solitude.

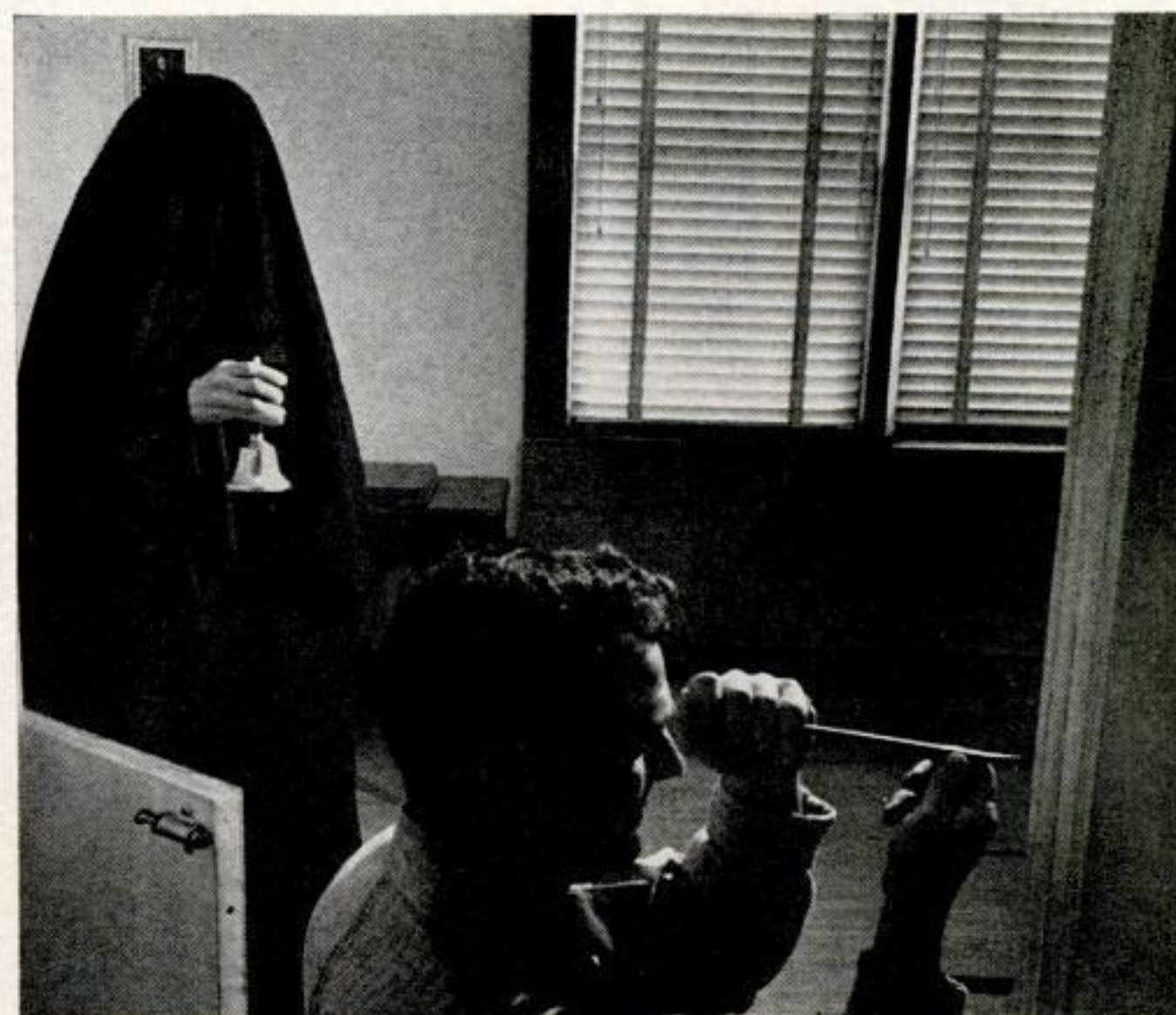
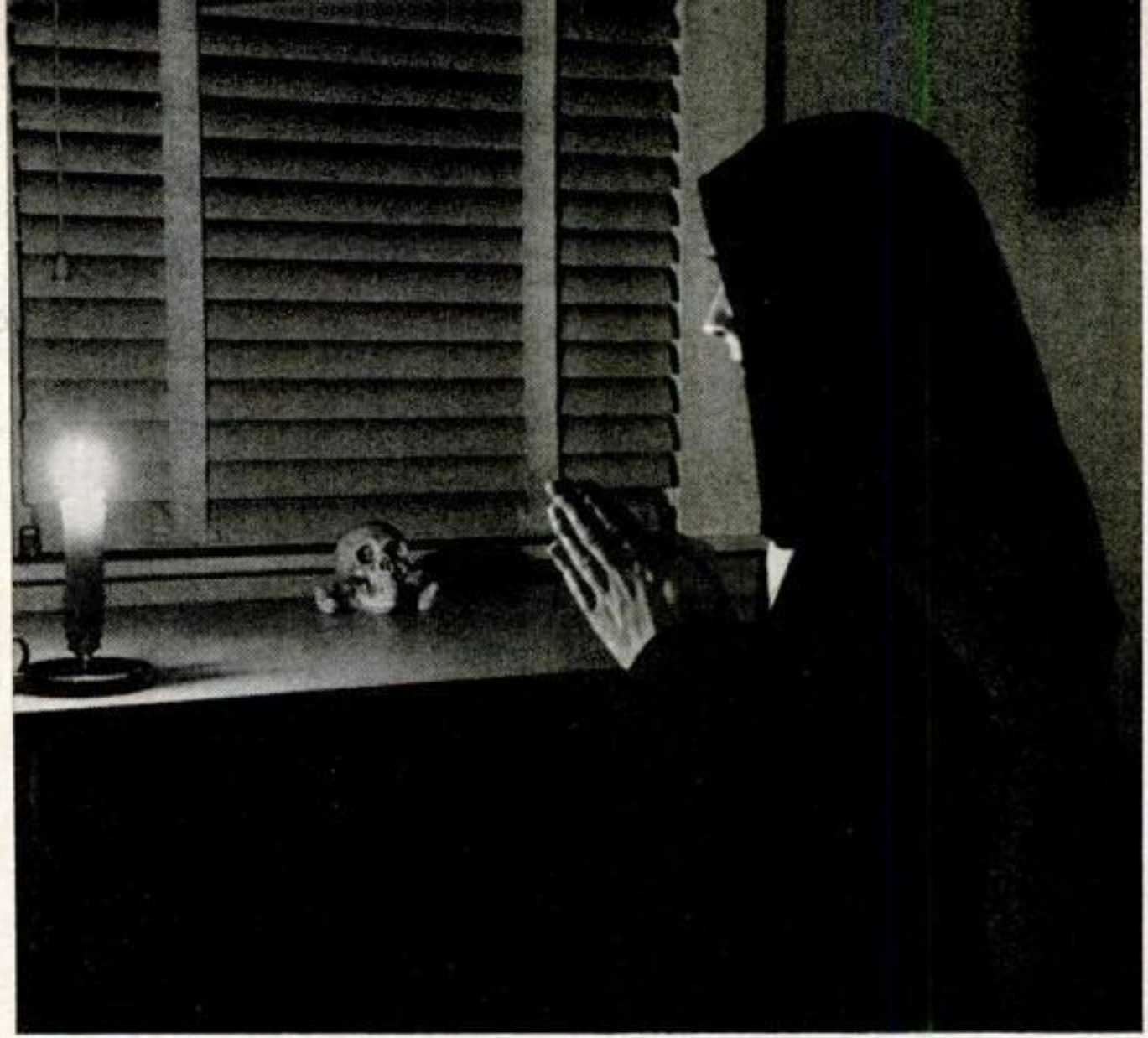
Mother Catherine, whose recent autobiography, *My Beloved* (McGraw-Hill, \$3.50), is in a second printing, agreed to make these pictures for LIFE in collaboration with Photographer A. Y. Owen. Owen provided cameras and technical know-how and Mother Catherine contributed a surprisingly good eye for pictures.





## SPEAKING OF PICTURES

**PRAYING** in her austere cell during an hour when she must keep silent but may sew, write letters or pray, a nun keeps before her a skull to remind her that she is dust "... and unto dust [shall] return."



**IN CHOIR** on Saturdays and special feast days, the nuns sing a Gregorian chant in honor of Mary. They use candles both for religious significance and because there are no electric lights in the choir.

**AN OUTSIDER** in the monastery is always accompanied by a veiled nun who rings a bell to warn others to veil their faces. As "brides of Christ" they believe they can only reveal themselves to Him.

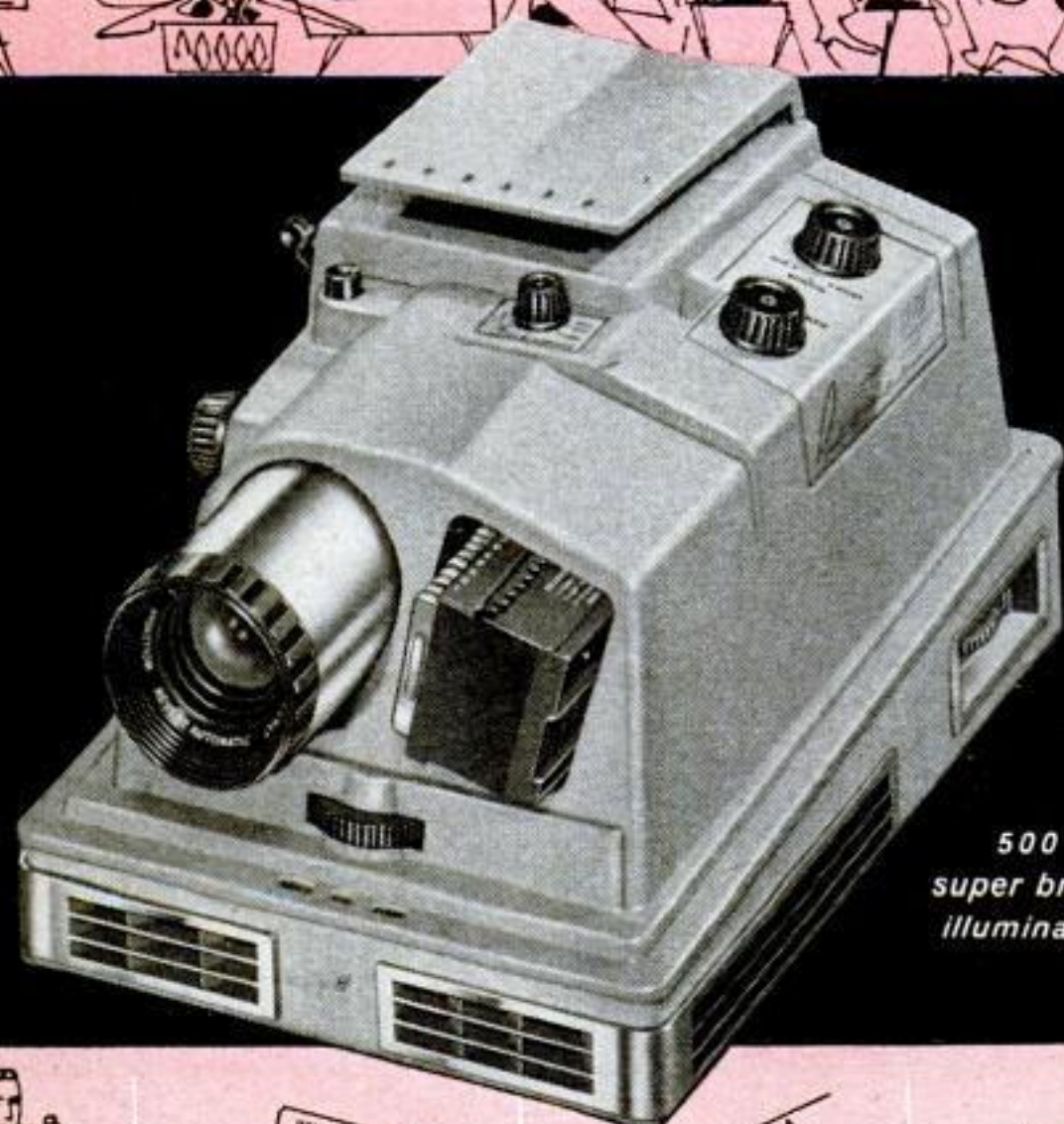


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### 35mm SLIDE PROJECTOR

so fully automatic you can now sit  
with your guests and enjoy your own show.



500 WATT  
super brilliant  
illumination



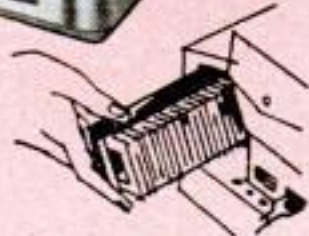
#### No Levers or Buttons!

"888" works by itself so you can sit with your guests, walk around the room, enjoy your slides! Really automatic!



#### No Dangling Cords!

Function knob lets you time the slide change to slow, medium, fast, semi-automatic or manual operation.



#### No Special Slide Mounts!

Magazine holds 36 35mm slides of any type mount, returns them in ready-to-show sequence; acts as permanent file.



#### Built-In Pointer!

Enables operator to superimpose movable arrow over projected scene. Ideal for lectures, instruction, etc.

Just set the switch and the Revere "888" shows 36 slides as slow or as fast as you like—without your touching a finger to it! It operates completely by itself, showing the clearest, sharpest pictures without effort. Screen illumination control for individual picture brilliance. 20 other exclusive features! See it demonstrated! **\$119.50**

with case

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#### "33" Stereo Camera

For thrilling three dimension pictures. 2 matched, 35mm f/3.5 WOLLENSAK Wocoted lenses; precision shutters, inc. tax...\$174.50



#### "40" 8mm Magazine Camera

Budget priced luxury! Drop-in loading; adjustable viewfinder; 5 speeds. f/2.5 WOLLENSAK Wocoted lens, inc. tax.....\$99.50



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Long-life 500-watt lamp; 300 ft. reel; fast 1-inch F/1.6 coated lens; extra 17mm Wide Angle lens attach. With case.....\$124.50



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High Fidelity "Balanced Tone;" Single-knob control. With microphone, radio attach. cord, 2 reels, case.....\$159.50

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## LETTERS TO THE EDITORS



METTLER'S WOODS IN THE SPRING

#### METTLER'S WOODS

Sirs:

You'll be happy to know that our Citizen's Committee for the Preservation of Mettler's Woods has raised the funds to purchase and study these woods and adjoining woodlands. The LIFE article, "The Woods of Home" in Part XII of "The World We Live In" series (LIFE, Nov. 8, 1954), not only stimulated several hundred persons to contribute to the fund to save one of the last primeval American forests, but encouraged the United Brotherhood of Carpenters and Joiners of America to contribute \$75,000 in memory of W. L. Hutcheson, for many years president of the brotherhood. The long-term study will be known as the William L. Hutcheson Forest Ecological Project by Rutgers University.

WILLIAM H. COLE  
Secretary

New Brunswick, N.J.

#### AMERICA'S ARTS AND SKILLS

Sirs:

I want to compliment you on your article "America's Arts and Skills" (LIFE, May 30). I have been teaching and preaching to American people about American antiques for over 50 years. America had the greatest cabinetmakers as well as skilled silversmiths, portrait painters, builders and craftsmen in iron and glass.

ISRAEL SACK

New York, N.Y.

Sirs:

The external beauty of the Pennsylvania rifles was well shown in your illustration. But its "fatal beauty" was due to the skill with which the bore was rifled—with spiral ribs which gave the bullet a twist as it passed through the barrel and flew through the air with a self-correcting motion. The British were handicapped by the use of muskets shooting a round ball, with no controlled spin.

MURRAY FAHNESTOCK  
Pittsburgh, Pa.

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Sirs:

The reference to Tim Murphy's famous shot that killed British General Fraser, one of the few authenticated long-range shots with the "Pennsylvania" type of gun, brings to mind a legendary feat of arms ascribed to Tim Murphy, whose real feats inspired many mythical ones. Tim's favorite gun was a double-barreled rifle. One day he learned that two tough characters were planning to tar-and-feather him. When Tim sought them out they instantly took flight, one to the left, the other to the right. Taking his trusty double rifle in both hands, Tim bent each barrel into an "L," pointed the gun straight away from him and pulled both triggers. He got both men, need I add.

WILLIAM B. EDWARDS

Guns Magazine  
Chicago, Ill.



MURPHY (TOP LEFT) AT SARATOGA

#### DEAD END FOR U.S. HIGHWAY

Sirs:

Your excellent article, "Dead End for the U.S. Highway," (LIFE, May 30) should do much to provide that all-essential pause after which serious thinking and even action may start. Highway improvement in the U.S. is rapidly usurping weather as the national subject about which everybody talks but nobody does anything.

FRANCIS WALTON  
New York, N.Y.

Sirs:

Your article, "Dead End for the U.S. Highway," was a flat tire on a good road. Automobiles are better, highways the same, the drivers are what are "all worse."

HARRIS J. NADLEY  
Philadelphia, Pa.

#### TOWN DRESSES UP FOR RAIN

Sirs:

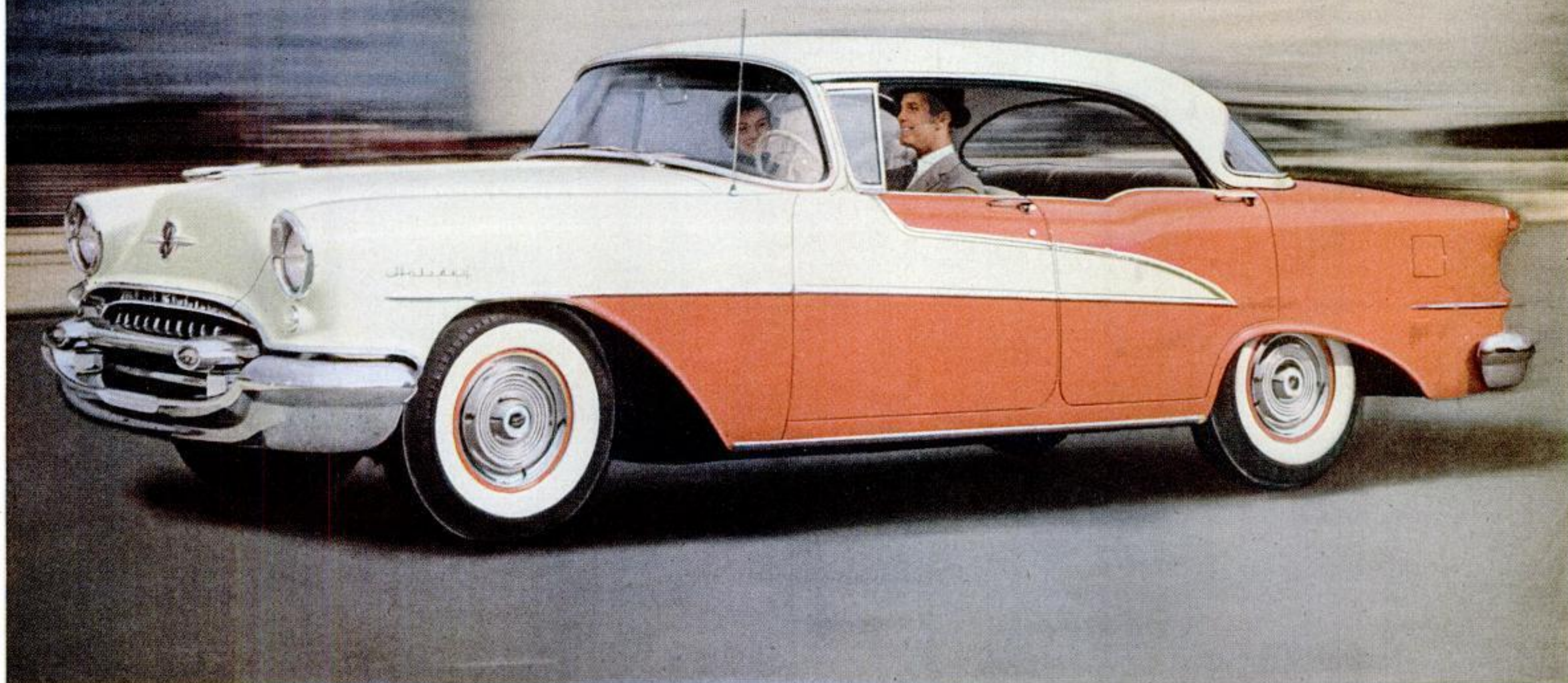
There is something fundamentally wrong with the town of Hobart's effort to get rain ("A Town Dresses Up for Rain, and Gets It," LIFE, May 30). By making rain a matter of faith, they have converted religion into a sort of magic.

WALTER ZANGER  
Amherst, Mass.

CONTINUED ON PAGE 17



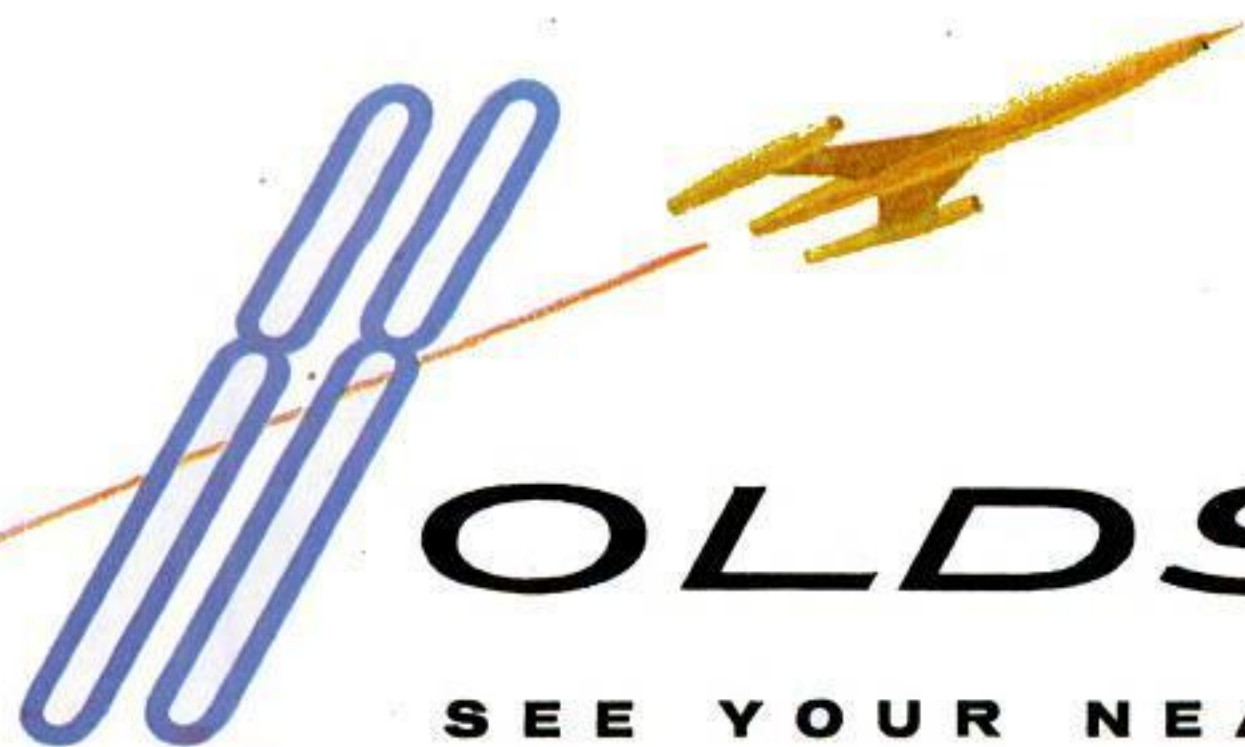
*Rocket Away!*



OLDSMOBILE SUPER '88' HOLIDAY SEDAN. A GENERAL MOTORS VALUE.

**Nothing like it  
this side of the sky!**

A brilliant streak of color on the highway . . . it's a flashing "Rocket" Engine Oldsmobile for 1955! That bold, distinctive "Go-Ahead" look and "flying color" styling sweep everything else right out of the picture! You thrill at the smooth way it wings along . . . it's powered by the surging "Rocket" 202 Engine! And most likely, you find yourself longing to pilot this glamorous beauty! So go ahead . . . drive an Oldsmobile yourself! See us soon—the going's great in a "Rocket 8"!



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SEE YOUR NEAREST OLDSMOBILE DEALER



# CRANE

## How to judge a house

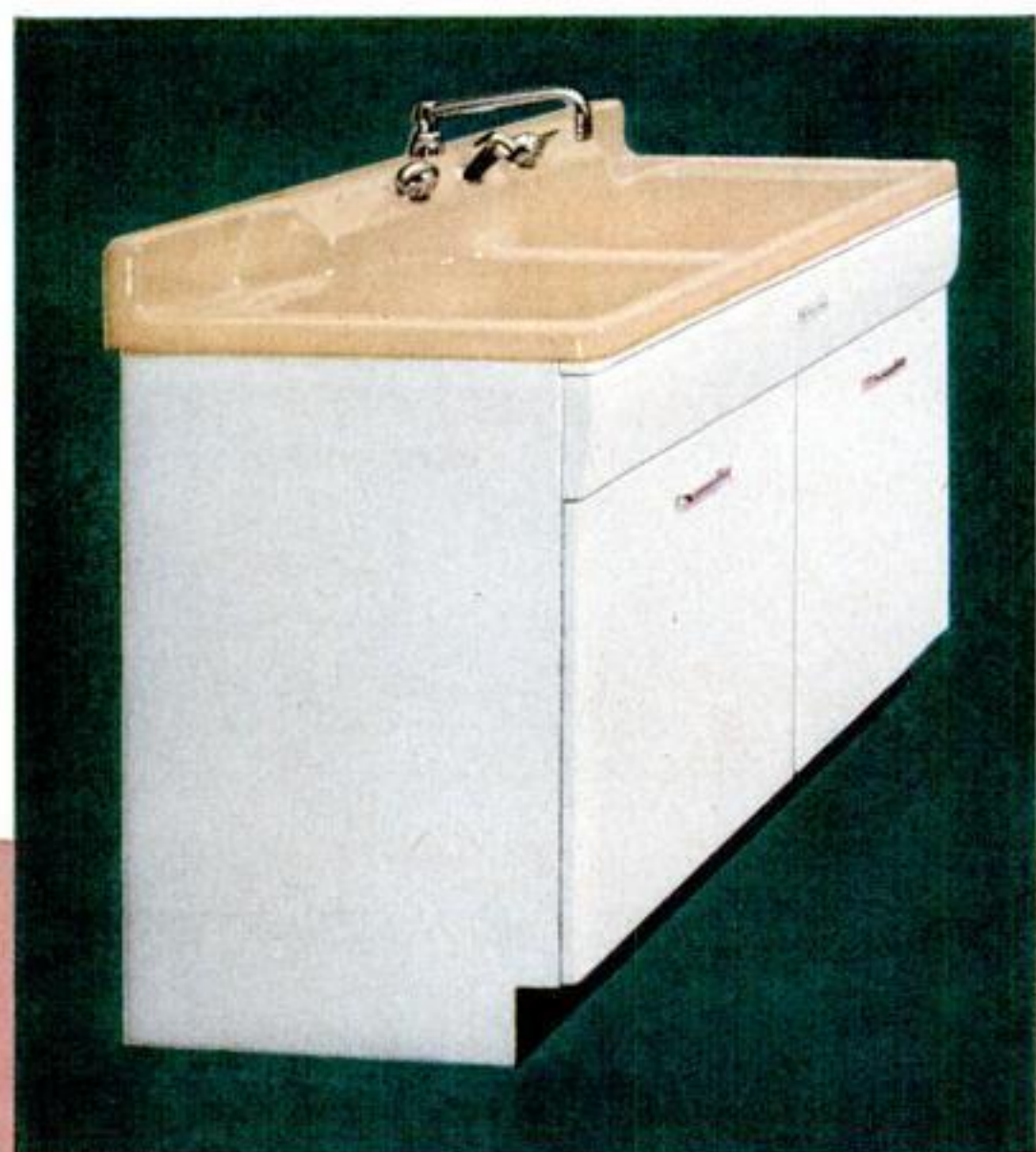
● Leading builders say women judge a house by its kitchen.

So when you look at a house, be sure to inspect this most important room. When you see the name Crane on kitchen sinks and cabinets, it's a good sign the house is quality built throughout.

Crane kitchens say, "No corners cut here." And Crane kitchens stay new longer, because of their advanced design and quality construction.

See Crane sinks and cabinets at your Crane Plumbing and Heating Dealer's—and let *your* architect and builder know your preference for Crane. CRANE CO., 836 South Michigan Avenue, Chicago 5, Illinois.

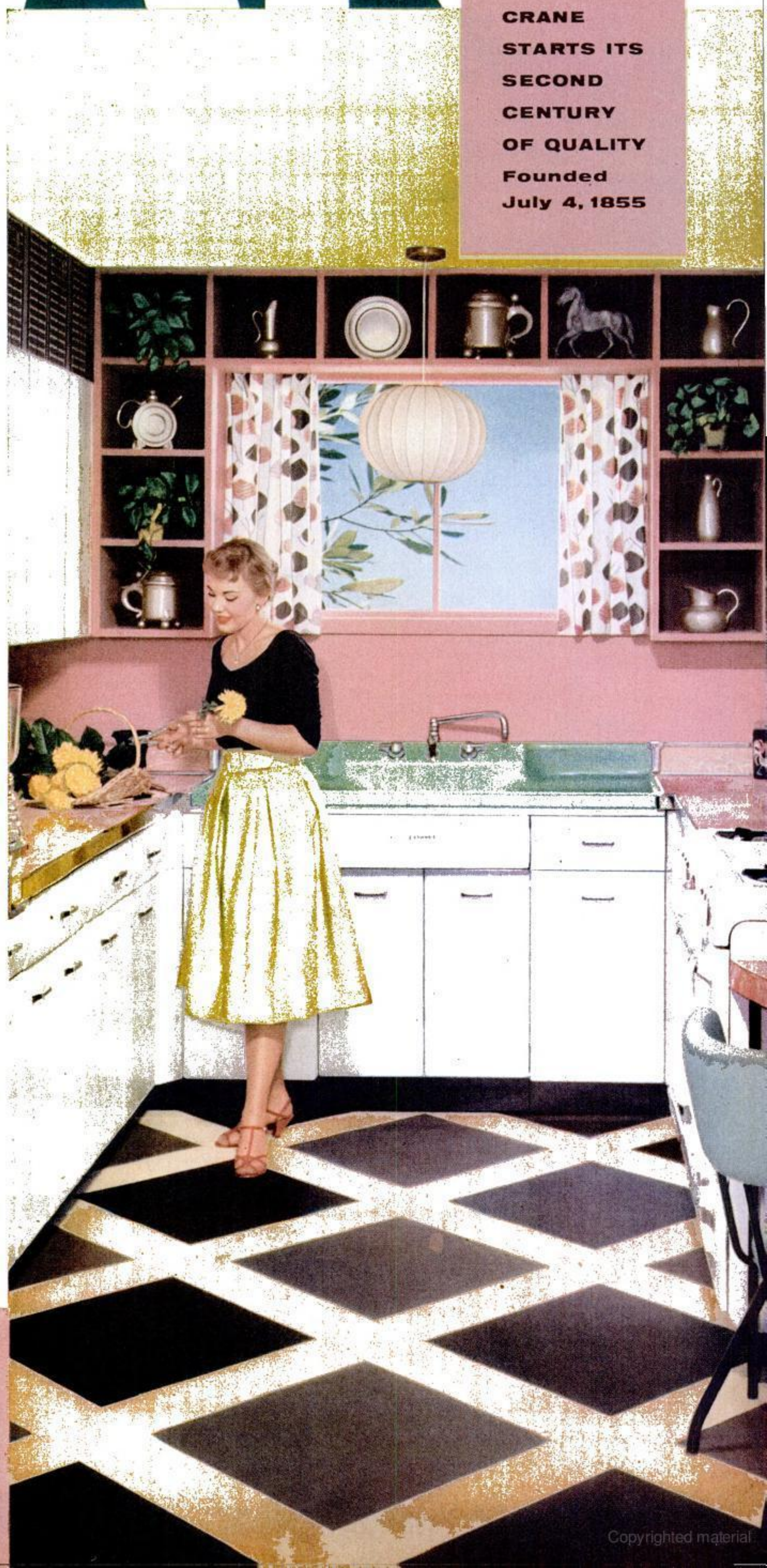
● Crane sinks with Dial-ese controls have long been preferred for their beauty, quality, and color (seven lustrous Crane colors as well as white). Now there are new Crane cabinets to complete your kitchen—lifetime steel that won't warp or shrink, in sparkling white baked enamel finish that never needs painting. You see these new cabinets and a Crane Sunnyday sink in the picture at right. Below is Crane's Kitchen Pride sink and cabinet, ready to install, prices start at \$146.45 (suggested consumer price; slightly higher west of Rockies).



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VALVES • FITTINGS • PIPE • KITCHENS • PLUMBING • HEATING

CRANE  
STARTS ITS  
SECOND  
CENTURY  
OF QUALITY  
Founded  
July 4, 1855





# LETTERS TO THE EDITORS CONTINUED

Sirs:

What is so extraordinary about that rain in Oklahoma? Nearly 2,000 years ago Mark reported Jesus Christ as saying—"I say unto you what things soever ye desire when ye pray, believe that ye receive them and ye shall have them."

D. A. WALDRON

San Diego, Calif.

## SECURITY AND FAIR PLAY

Sirs:

Bless you for your incisive editorial, "Security and Fair Play" (LIFE, May 30). The security mania has already gone far too far. Should a handful of Americans in Congress be able to pass the bill extending security clearance to "all of private industry," we will go a long way towards aping the Communist nations we so despise.

ALLEN KLEIN

Mount Vernon, N.Y.

Sirs:

Your editorial "Security and Fair Play" presents what appears to be a very logical fair-minded point of view. You say that "real security rests on the trust citizens have in one another." Subjectively, I trust people; objectively, I remember the basic tenets of Communism to be infiltration by any means—fair or foul. Our suspicion of Communist enemies within our midst must be as eternally alive as we are to the symptoms of cancer within our own bodies.

WHITING EVANS

Amityville, N.Y.

## CLOSE UP TO THE BLAST

Sirs:

Your pictures of the atomic blast in Nevada ("Close Up to the Blast," LIFE, May 30) are certainly of interest, but shouldn't it be underlined again and again that if a hydrogen bomb had been used there would have been no buildings, concrete or otherwise, left and certainly no LIFE cameras to record it? Many people, seeing your record of this blast, might summon up courage about a future war and raise their hopes of survival unnecessarily.

RAY BRADBURY

Los Angeles, Calif.

## GRACE'S RIVIERA ROMANCE

Sirs:

Your pictures of Miss Kelly at the Riviera ("Grace's Riviera Romance,"

LIFE, May 30) are the most indecent invasion of a person's privacy I ever have seen.

DR. HANS S. UNGER

Buffalo, N.Y.

Sirs:

Thank you for gladdening us with that touching, tender photo series showing Jean-Pierre Aumont's happiness with Grace Kelly. Aumont met Grace when they costarred in a television biography of Audubon and his wife Lucy. We hope the Aumont-Kelly story will end as happily as their video romance.

CAY MCGOWAN

Brooklyn, N.Y.



KELLY AND AUMONT ON TV

## LOOK AT THE WORLD'S WEEK

Sirs:

There is absolutely *no* excuse for pictures such as "Bloodstained and Doomed" to be in a magazine such as LIFE!

DR. H. SHPUNTOFF

Jackson Heights, N.Y.

## TENSE TIME ON TV TOWER

Sirs:

Norman Fennell was not electrocuted climbing the Winnipeg TV tower ("A Tense Time on TV Tower," LIFE, May 30) because of shunt-feeding the output tubes of a radio transmitter, thus removing the direct current voltage from the radiator. Only the radio frequency voltage was there, which, at the frequencies used for TV transmission, remains on the surface of any conductor, human or metal, and does not affect the sensory nerves in the skin of man. The only possible effect would have been a burn.

WILBUR E. GEMMILL

York, Pa.

## PEACE PROSPECTS IN 1955

Sirs:

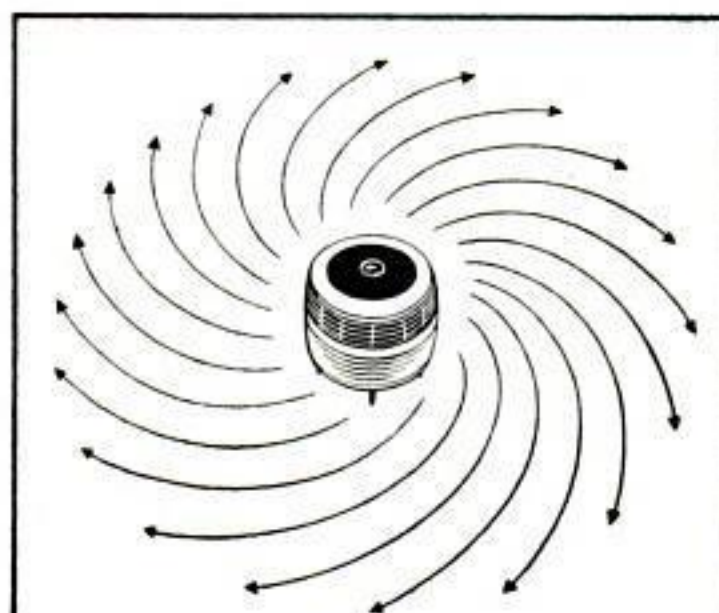
Your pictures of "The Austrians Start to Celebrate Early" (LIFE, May 30) told one side of the story. A letter from my "adopted" 16-year-old niece in Salzburg tells another: "The youth is very sad, because we lose the American Hausmittler with its wonderful boogie-woogie music and the interesting hour of *The Voice of America*. We liked the American soldiers very much because they have done many good works for small children. Also they loosened many European traditions and brought funny and various colors into fashion. Many girls are weeping for their Jimmy and Tommys. So you are seeing, that it isn't a day of joy for everybody."

MRS. LESLYE T. DIFFIN  
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## Perfect circle cooling without annoying drafts



### Perfect Circle Air Flow

keeps cool air circulating upward and outward, without annoying drafts. Delivers 3500 cubic feet of air per minute. Ideal low cost cooling comfort for the home, office and apartment.

Cool comfort, beauty and safety—the new and powerful Hunter Hassock Fan gives you all this and more!

A turn of the recessed 3-speed switch delivers a large volume of air circulation . . . with whisper quietness. Children can play around this fan with absolute safety . . . thanks to the new Hunter safety grille that protects tiniest fingers.

It's more than a fan, too! You'll find it so useful and handy as a low table, TV seat or footstool. Smartly styled in beige to complement any room decor, the Hunter Hassock Fan will blend with all colors.

For a demonstration of the beautiful Hunter Hassock Fan, look in the yellow pages of your telephone directory and call or visit your Hunter dealer.

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# NOW SIMMONS DOES - MAKES BEAUTYREST

**New Beautyrest...with F. A. C.  
offers healthier rest than ever**

**Simmons has news** for you about better rest.

The famous Beautyrest\* mattress (and who has ever seen better?) has actually been improved.

Beautyrest has always been different because each spring is separate. No one spring touches the next.

Now, Simmons engineers have devised a new way of assembling these springs.

They've made the independent-spring action 19% better, as measured by the United States Testing Co.

The result is F.A.C.—for Floating Action Coils.

## **Healthier rest**

Now, each spring of Beautyrest is freer than ever. So each part of your body gets its own support. Firm





# THE "IMPOSSIBLE" EVEN BETTER!

enough for your hips, gentle enough for your head and legs. Firm enough for a heavyweight, gentle enough for a lightweight!

Try the new Beautyrest with F.A.C.

F.A.C. means Floating Action Coils.

F.A.C. also means Firmness And Comfort. Why settle for half? Get both on the new Beautyrest.

## Choice of Firmness

Standard model \$69.50; Extra-Firm model \$69.50; King-size, 80" long, \$79.50; Super-size models (longer and wider) also available; Dual-Comfort (standard on one side and extra-firm on the other) \$79.50.

Beautyrest usually far outlives 10-year guarantee that brings the price to about 2¢ a night.

Prices slightly higher in Canada.

## F.A.C. means Floating Action Coils

Now, more than ever, Beautyrest is firm enough to support the heaviest person and comfortable enough for the lightest child. Why settle for half? Get Firmness And Comfort on Beautyrest!



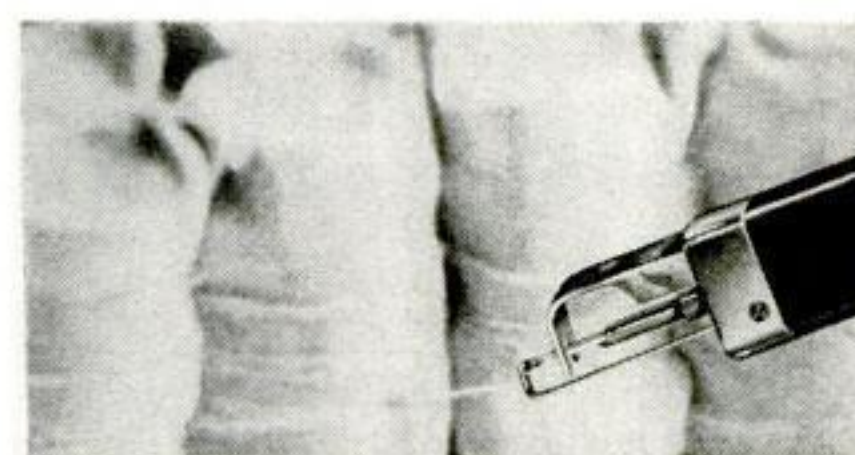
In "ordinary" mattress, springs are tied together top and bottom. Press any spring and other springs go down with it. (See how glasses topple.) This mattress can sag under your hips.



In Beautyrest, springs are independent. Not tied together, top or bottom. Even if you stand on part of Beautyrest construction, glasses won't tip. Proof that Beautyrest will never sag.



**Proofs of durability**—(1) coils won't break, under a bulldozer, shown above; (2) under 270-pound roller at United States Testing Co., Beautyrest outlasts the best of other mattresses 3 to 1.



**New method** of assembly, developed by Simmons' Laboratories, adds a 19% improvement . . . makes coils completely free both top and bottom. This is F.A.C.—Floating Action Coils.

## Can an average mattress give you the rest you need?

You can get used to old mattresses. But, how much rest do you miss? See your Simmons dealer. Sample the new Beautyrest for new, and *better* rest.

**Only SIMMONS  
makes  
BEAUTYREST**

Trade-mark Reg. U. S. Patent Office. Copr. 1955 by Simmons Co., Mdse. Mart, Chicago, Ill.





NOEL COWARD GOES OUT IN A HOT DAY'S SUN AT LAS VEGAS WHERE FOR A FOUR-WEEK NIGHTCLUB ENGAGEMENT AT DESERT INN HE IS BEING PAID \$160,000

## SET FOR ITS BIGGEST BOOM, LAS VEGAS STARTS TO WORRY GAMBLING TOWN PUSHES ITS LUCK

At Las Vegas last week the temperature was up to a torrid 110° and the townsfolk who operate the only large gambling center in the country welcomed the seasonable weather. With it they expected the usual bountiful summer crop of tourists trying out their luck and leaving their money behind. The signs of good times seemed everywhere. An announcement on a vacant lot offered a hotel site at a flamboyant price. Out on the burning desert could be seen a cool, dinner-coated Britisher, Noel Coward, who had come half way around the world to pick up \$40,000 a week entertaining in a Las Vegas nightclub.

But with all this a shadow of doubt fell across Las Vegas, a worry that the boom it was set for had started to wilt.

The preparation for the boom had been stupendous. Three hotels, costing a total of \$15 million, had already opened in the spring. All of them had air-conditioned rooms, oddly shaped swimming pools, excellent cuisines, fabulous nightclub entertainment—and, of course, gambling rooms for which all these other attractions were simply come-ons, bringing in customers from all over the country to play the games which bring in rich profits for Las Vegas.

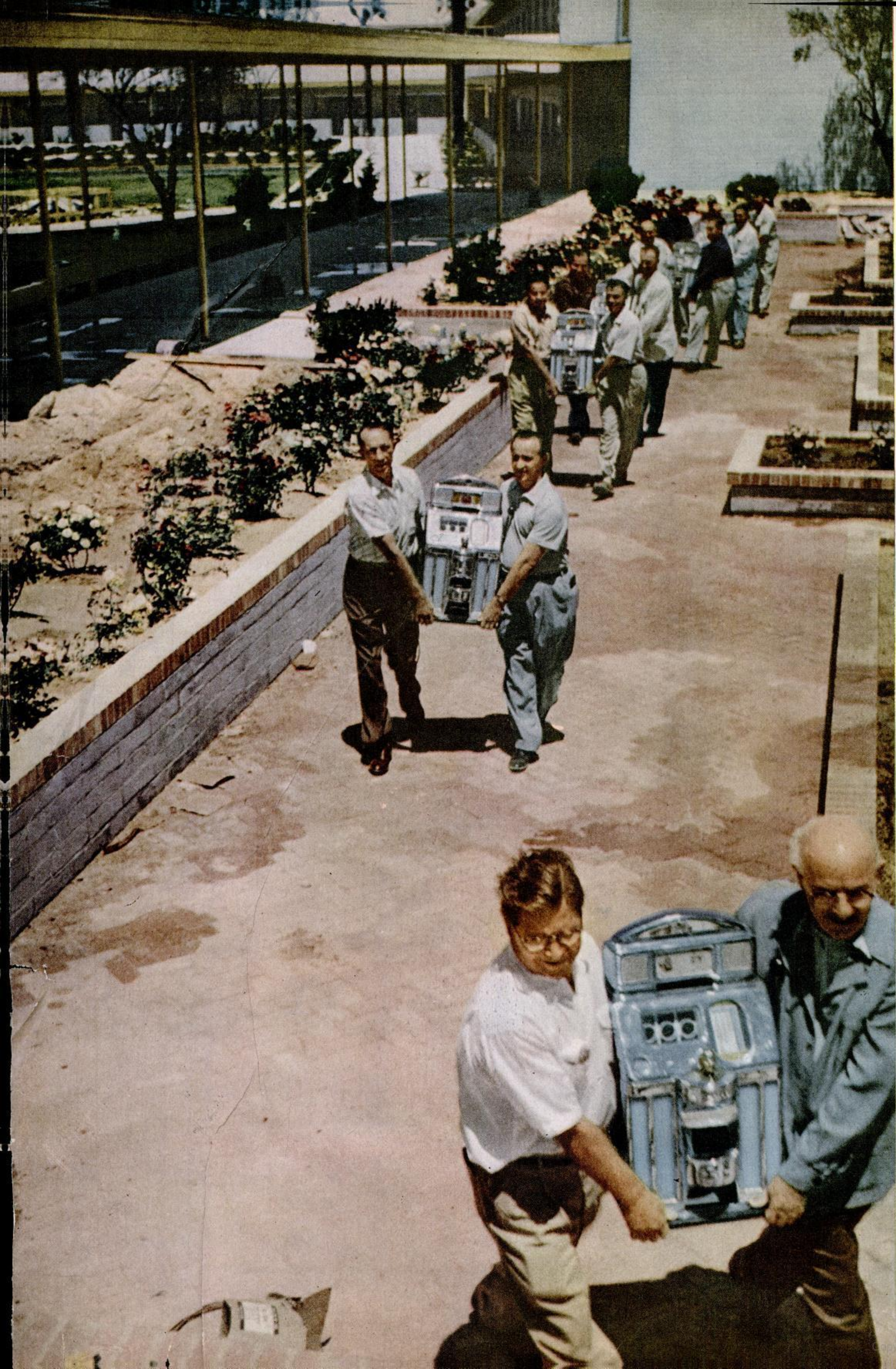
Then, to top this, in the past month two new hotels opened. One was the \$5 million Dunes which lugged in 120 slot machines, the "one-armed bandits," in anticipation of the rush. The other was the Moulin Rouge, the first interracial hotel in Las Vegas which welcomed both whites and Negroes to its accommodations and gambling tables. It had Joe Louis as part-owner and host, and a lively, lovely chorus (see cover) in its floor show.

Like a gambler on a prolonged winning streak, Las Vegas had the feeling its run of luck couldn't end. For more than a decade it had parlayed one prosperous year into a more prosperous next year and went into the expansion more in the spirit of hunch than of calculated economics. Business kept up briskly around the roulette wheels, crap tables and blackjack boards of the town's older places. The opening of the new hotels and of what Las Vegas hoped would be its new era of money-making was opulent and promising, as the color pictures on the next four pages show. But when the excitement of the opening died down, the town looked at its new places where customers were scarce and the betting light (p. 25) and wondered: Had Las Vegas pushed its luck too far?

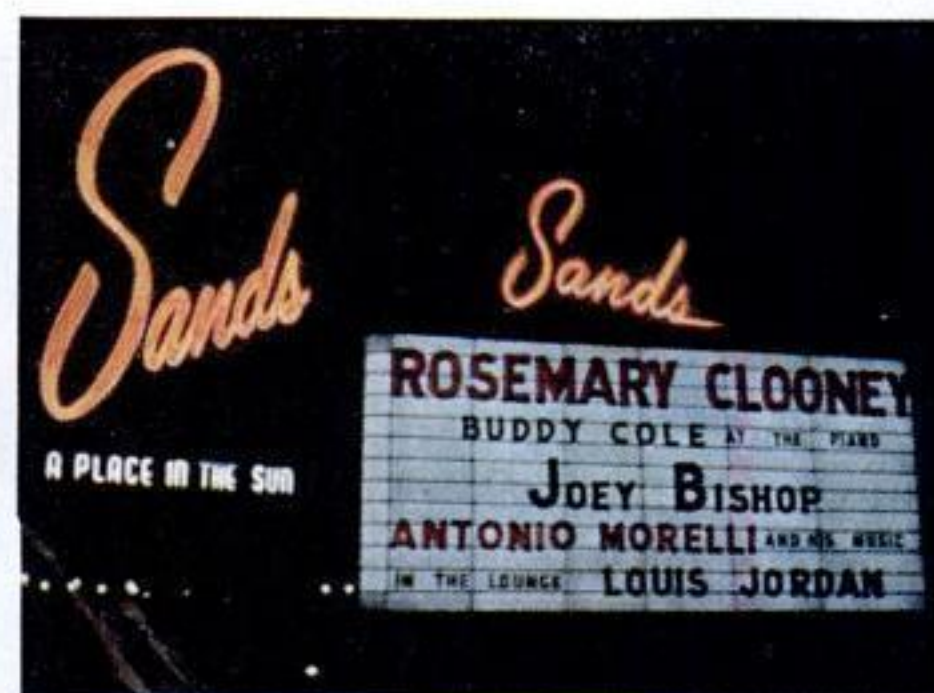
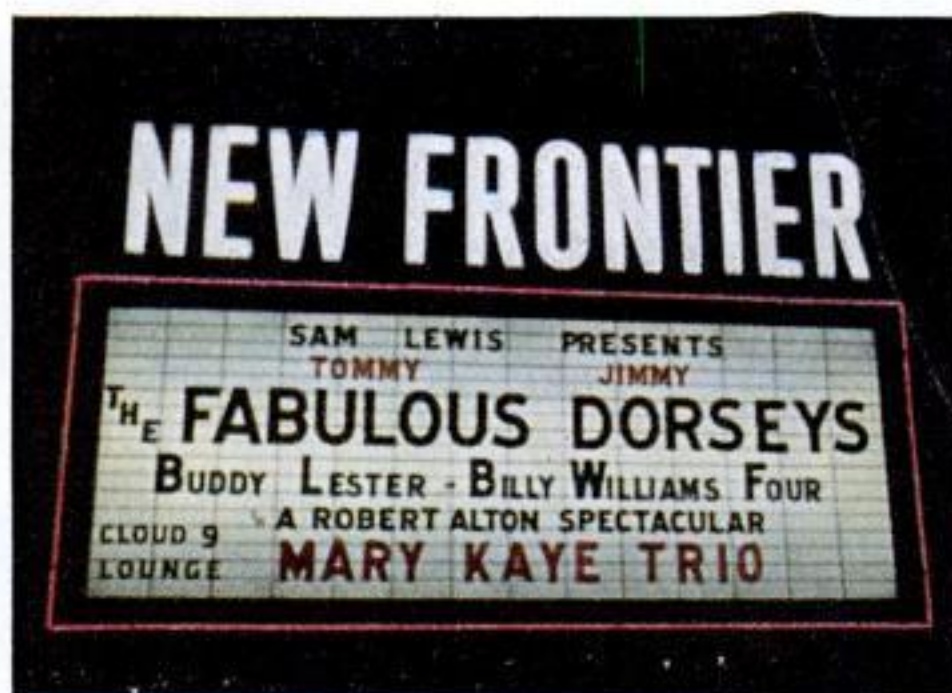
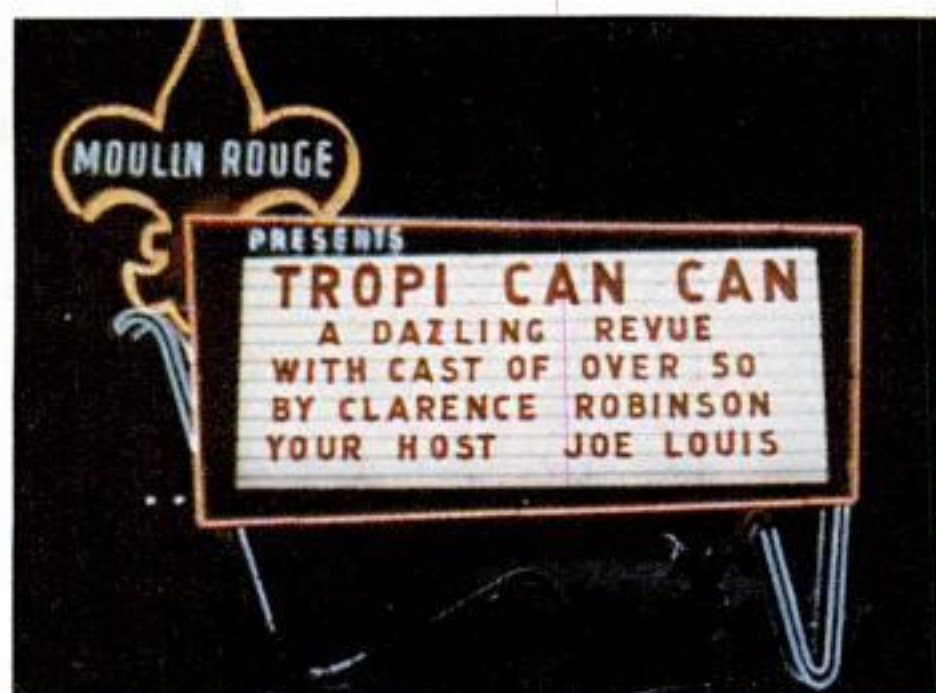


ASKING PRICE for property reflects high-pitched optimism in Las Vegas.









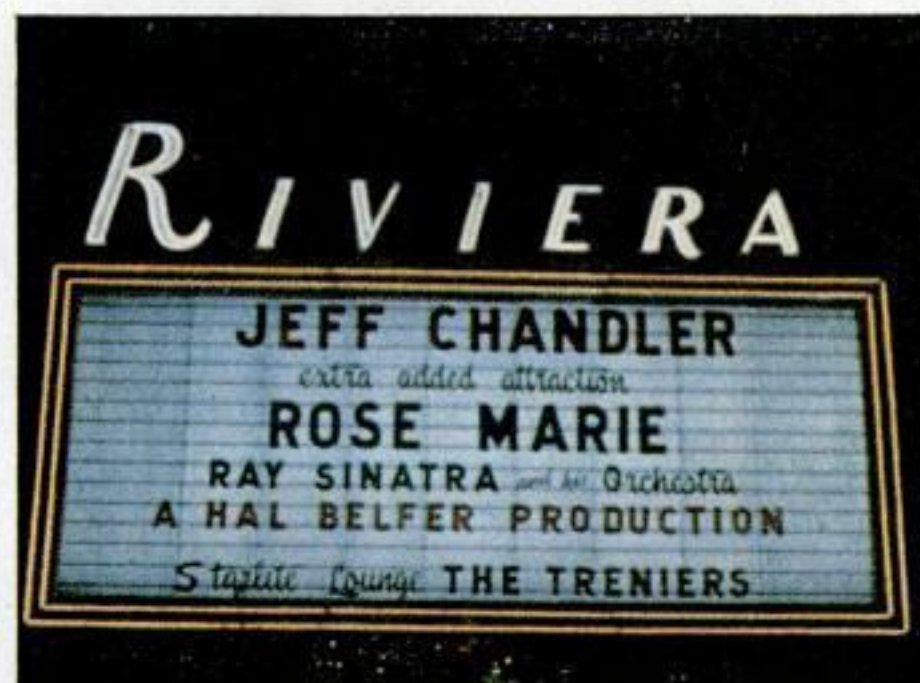
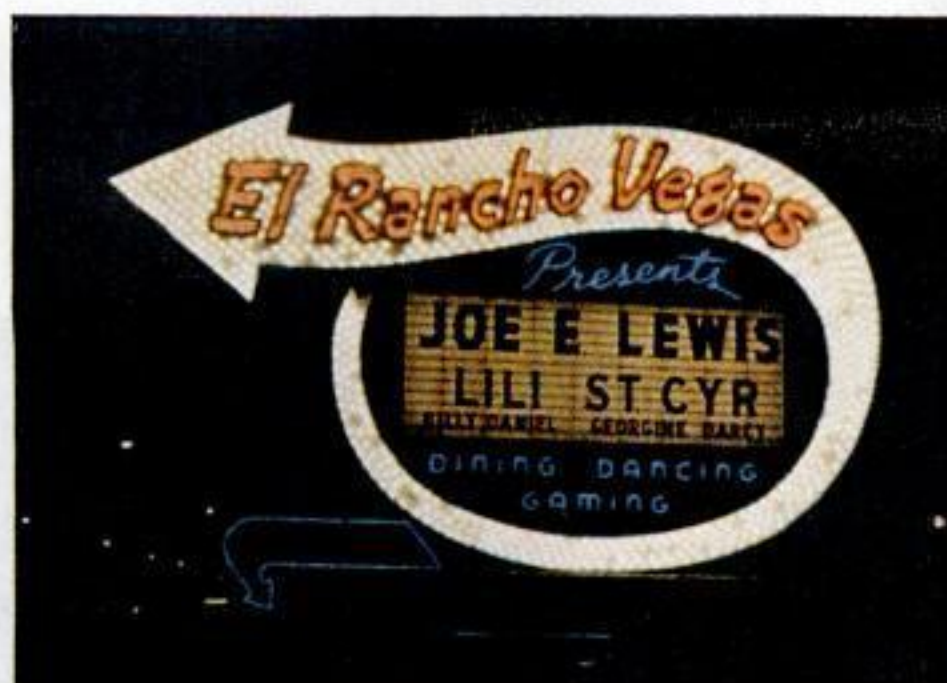
MARQUEES OF LUXURY HOTELS IN LAS VEGAS BILL AN EX-HEAVYWEIGHT CHAMPION, A NAME BAND, AN ASSORTMENT OF COMEDIANS AND MOVIE STARS AND A



**AFRICAN DANCE** called "The Watusi" brought the chorus line at the Moulin Rouge—shown in different costumes on the cover—out in feather tails to writhe

through a violent sequence of jumps and contortions. At climax of the dance a medicine man came bounding out brandishing two live squawking chickens.





STRIPPER. BETWEEN STAGE SHOWS MANY OF THE ENTERTAINERS TRY TO OUTWIT THE DEALERS AND CROUPIERS WHO OPERATE THE TOWN'S MAIN INDUSTRY



**WAITERS' JACKETS**, issued before opening night at Moulin Rouge, were expected to make the club's waiters look snappier than any others in town.



**PLASTIC SHEIK**, who will stand by the road atop The Dunes to serve as a greeter, has his cape craned up to his 34-foot body while his head rests on truck.



**BANDIT BACKSTAGE** in the Royal Nevada is prop for its stage show. Club's chorines practice on it between numbers because it requires no money to play.

CONTINUED ON NEXT PAGE

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**BLACKJACK TABLES** at Moulin Rouge, first big club in Las Vegas to admit both Negroes and whites, were jammed opening night with well-dressed gamblers.

**CRAP TABLES** at Dunes opening were tried by Jake Freedman (center), owner of rival Sands club. He lost \$10,000 before deciding his luck was off that night.

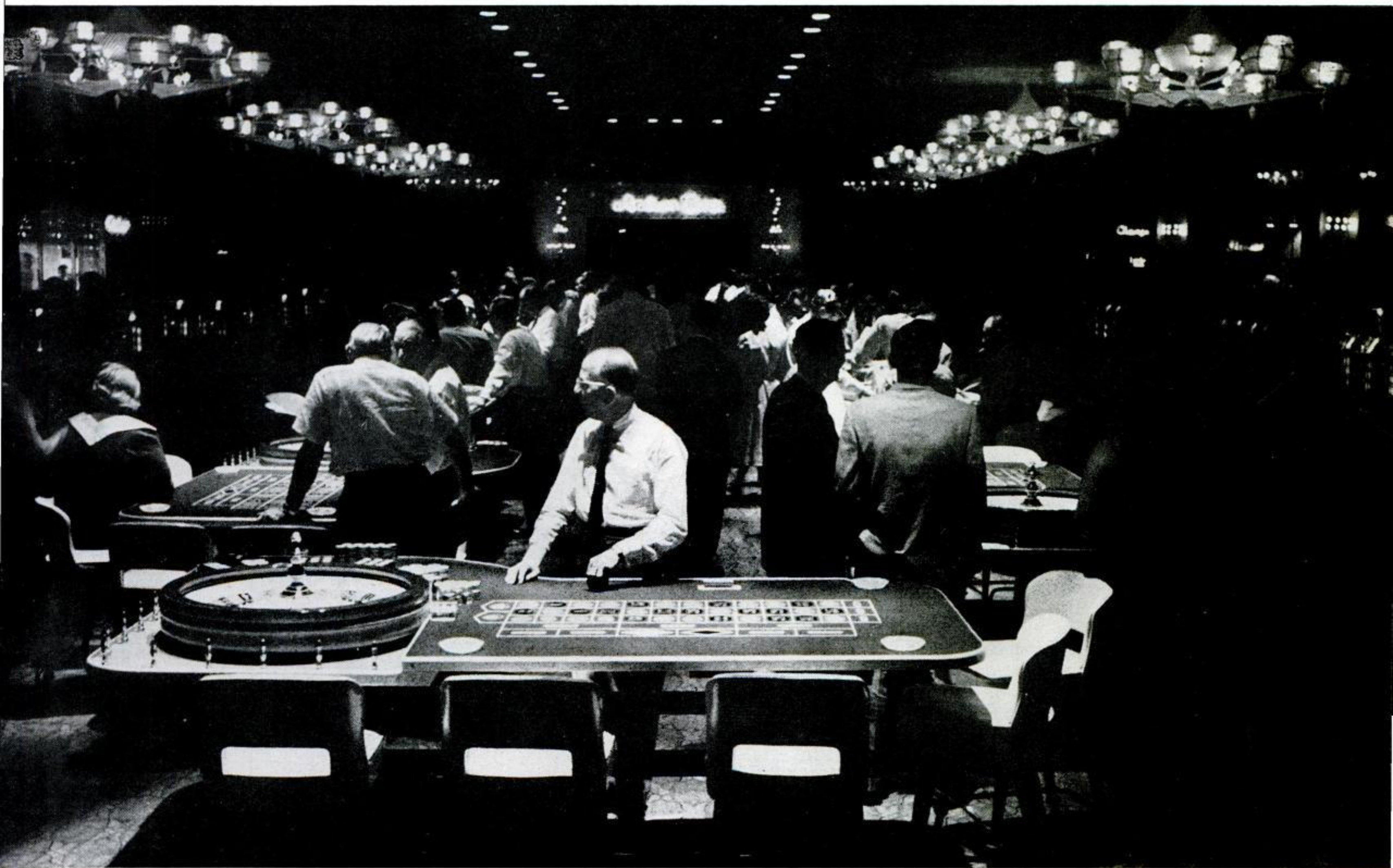




# AFTER CROWDED OPENINGS NEW CLUBS FACE SOME EMPTY HOURS

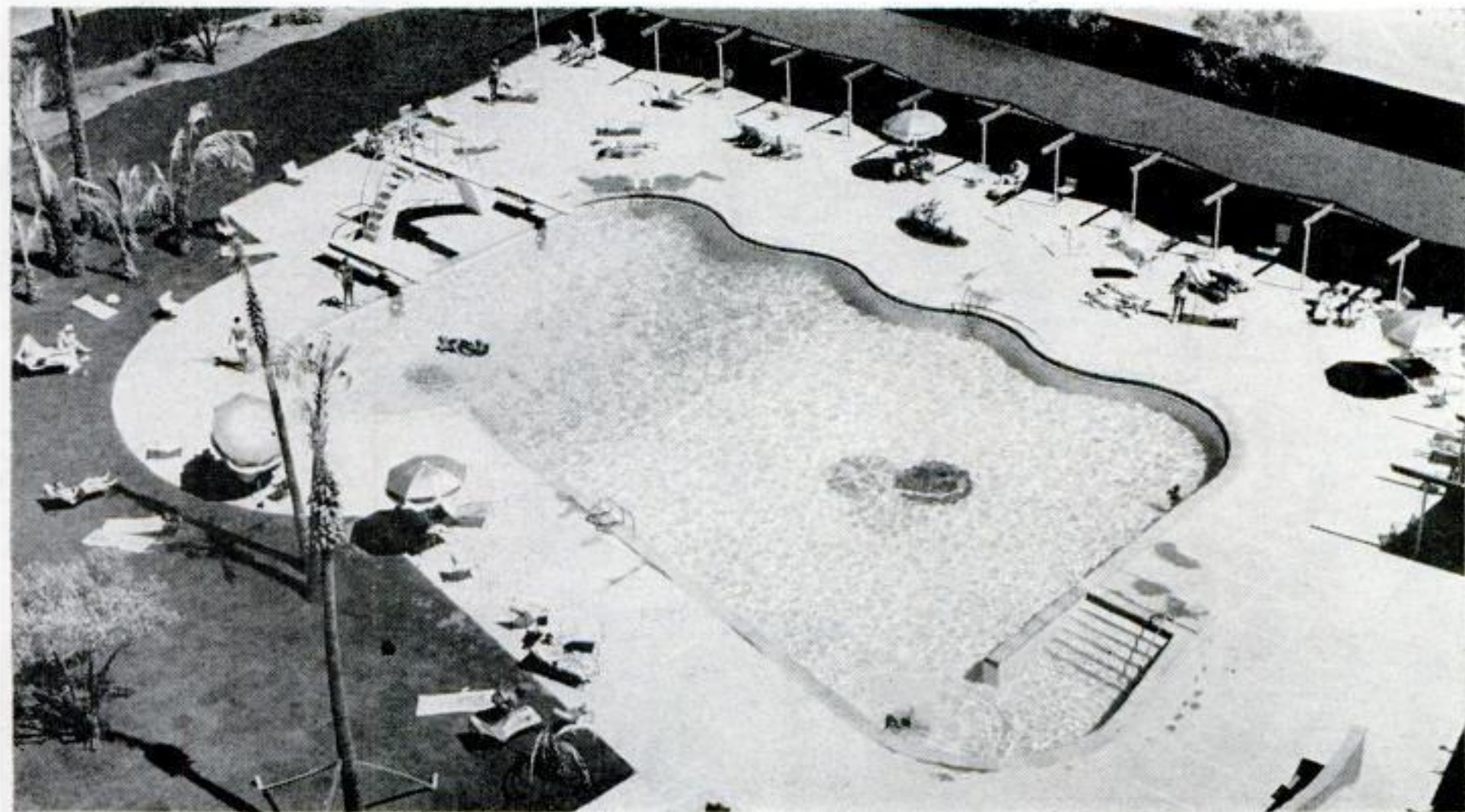
The worrisome question, had Las Vegas overextended itself? was asked mostly by the newer hotels. They did well, as Las Vegas always does, on weekends when the crowds come in from Los Angeles. But on weekdays they found their rooms unbooked. One place which opened this year reportedly paid an entertainer \$10,000 to cancel his engagement and had to muster the hotel help to fill up the nightclub for his successor. Worst of all, a new breed of visitor was showing up. He came to enjoy the good quarters, food and shows but—and this is where it hurt—not to gamble.

The older, established hotels had a faithful clientele of big spenders and heavy gamblers and there was no decline in their trade. Nor, in fact, was there any measureable decline in the number of people coming to Las Vegas. The trouble was that there were more places bidding for the business of those who came. The only answer, everybody agreed, was to get more people to come. But they would have to come quickly for even now seven more hotels are scheduled to go up along the three miles of desert road which Las Vegas calls The Strip (*following page*).



**IDLING CROUPIERS** (in shirtsleeves) dawdled behind their roulette tables because few customers were placing bets in The Dunes two weeks after opening

night (*bottom, opposite page*). Business was as bad on the 120 nickel-to-silver-dollar slot machines banked around the room of the new club's gambling casino.



**LITTLE-USED POOL** at one of the new hotels has four swimmers in it, in usually busy midday hours.

**LONELY LOBBY** has few guests in the entrance when throngs should be coming in to place bets. →

CONTINUED ON NEXT PAGE







**HOPEFUL GAMBLER,** Tony Cornero, a convicted rumrunner and one-time operator of gambling ships, owns a nearly completed Strip hotel. His police record may keep him from getting licensed to operate it.

## CREEPS, STIFFS PLAY ON GULCH AND STRIP

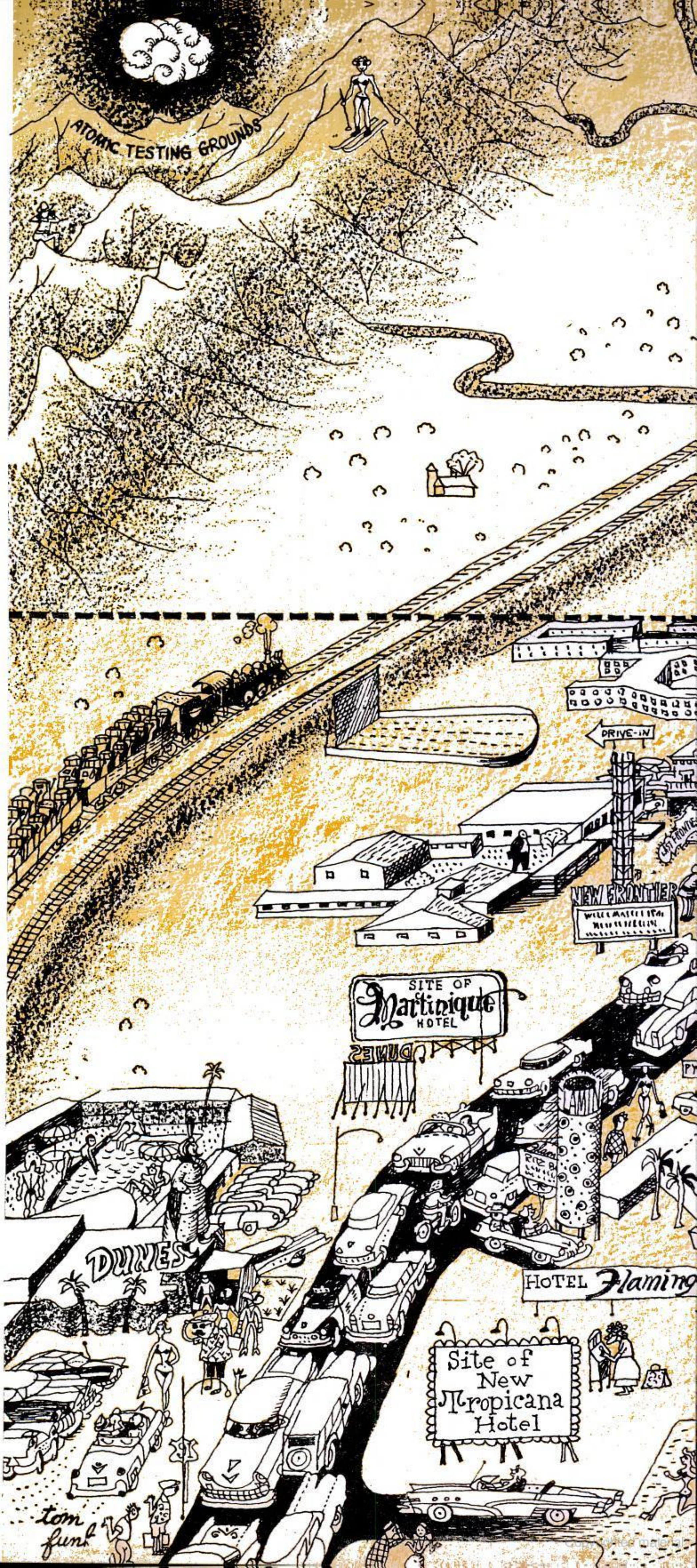
The gambling industry started in Las Vegas 24 years ago in the rough-and-tumble center of town now known as Glitter Gulch and shown at upper right of this animated map. The new and gaudier edifices are mostly on The Strip, south of the Las Vegas city limits (dotted line), outside the jurisdiction of its tax collectors and along U.S. 91. Frontage along that three-mile stretch of highway, which leads to Los Angeles 292 miles to the southwest, now sells for as much as \$1,500 a foot.

Tourists who do not drive in come by train (Union Pacific) or by plane, landing at McCarran airport (bottom of map) which has banks of slot machines right in the terminal for passengers too impatient to wait until they can get to a casino. Newcomers soon learn the jargon of the gambling town, which has a glossary all its own (see below).

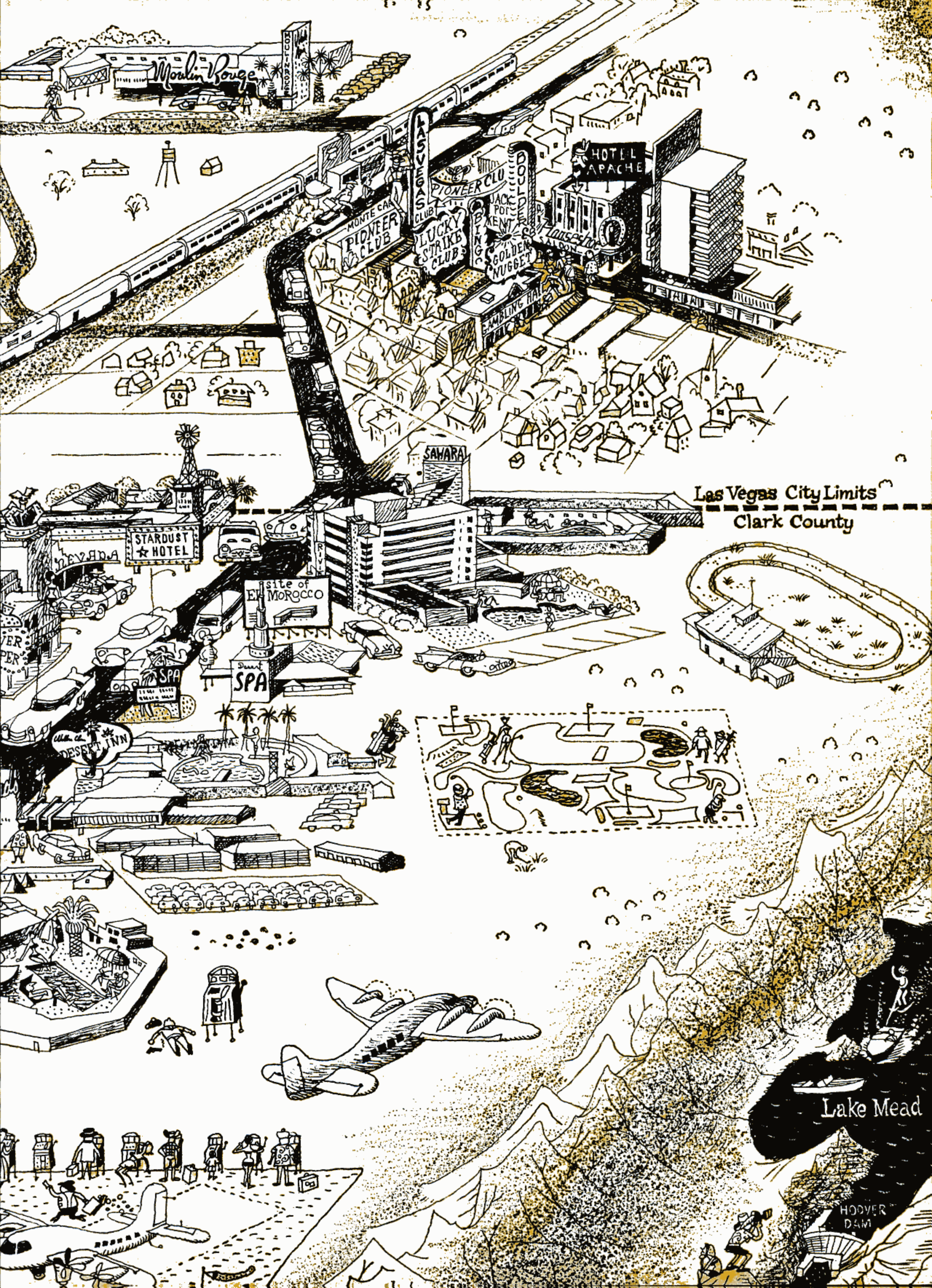
Gambling is not all the Las Vegas area offers. Atom bombs blow up at the AEC testing ground 100 miles northwest. Skiing is superb on Mount Charleston. Twenty-five miles to the southeast is Lake Mead for sports who believe in boating and fishing. Nearer town is a race track, where no horses run. It just didn't catch on, and, after much thinking, the community leaders hit on the reason. In Las Vegas, they concluded, gambling is purely an indoor sport.

### GLOSSARY OF GAMBLERS' JARGON

**HOUSE:** Management of gambling club  
**APRON-MAN:** A croupier  
**BOX MAN:** Employee who checks on crap table pay-offs  
**CLIPPING:** Cheating  
**CRIMPING:** Marking cards by bending  
**SOFT PLAY:** Stupid betting  
**CREEP:** Loudmouthed gambler  
**STIFF:** Winner who doesn't tip  
**GARLIC:** A "stiff"  
**GEORGE:** Opposite of "stiff"  
**CLAIM AGENT:** Player who picks up others' bets  
**HIGH ROLLER:** Big bettor  
**JAZZY CHASS:** Winner trying to get richer  
**PIGEON:** Loser taking bigger chances







Moulin Rouge

PIONEER CLUB

LUCKY STRIKE CLUB

GOLDEN NUGGET

HOTEL APACHE

STARDUST HOTEL

site of EXHIBIT MOROCCO

SPA

DESERT INN

SAHARA

Las Vegas City Limits  
Clark County

Lake Mead

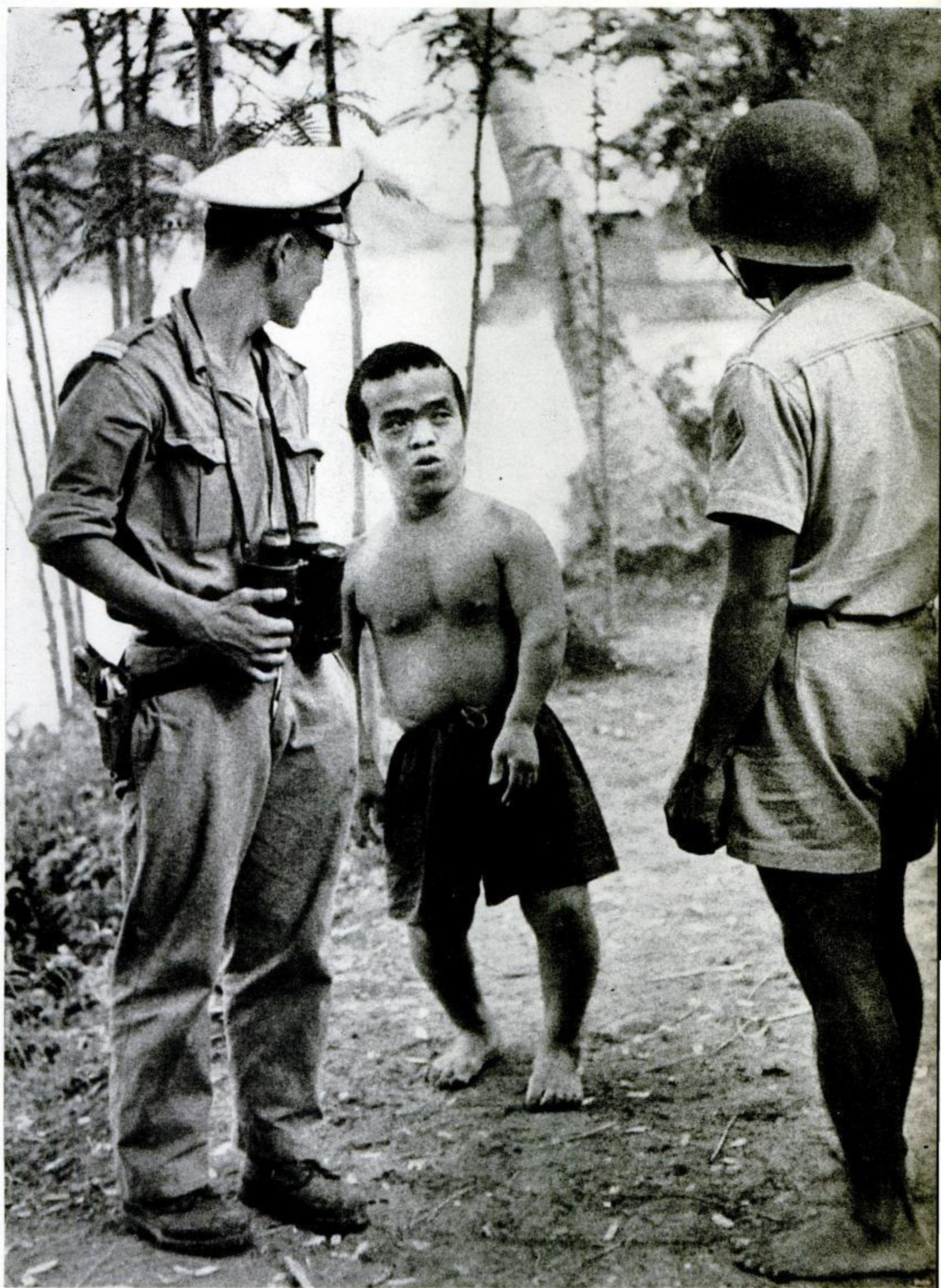
HOOPER DAM







# A LOOK AT THE WORLD'S WEEK



## DISASTROUS INFERNO

The streaming mantle of oily smoke billowing over the waters veiled the tragic scene. Nosing through the North Sea, the Swedish tanker *Johannishus* collided with a freighter. Desperately leaping overboard, crewmen swam for safety. But burning oil surrounded the ship, the channel of escape narrowed and closed, and some 18 seamen perished in the flames.

## DIMINUTIVE INFORMANT

In South Vietnam the big moment came for a little man. Pushing down a narrow river in a search for the hideouts of the Hoa Hao, a religious sect in rebellion against the government, a naval lieutenant (*left*) halted to ask their whereabouts from a dwarf. Then he moved along as Premier Ngo Dinh Diem's campaign against Hoa Hao seemed headed for success.





OMINOUS SIGHT OF TORNADO  
OVER THE PLAINS OF KANSAS



A CROONER CLOWNS

Greeted with requests for autographs during a performance at a benefit in Worcester, Mass., Singer Perry Como gaily pretends to sit on lap of a nun, who bowed shyly as others laughed.





Fishing along Rattlesnake Creek near Raymond, Kan., Ray Snodgrass suddenly noticed the ominous shape in the sky. Taking refuge below the creek bank, he then made a remarkable photographic record of the passing

of a tornado. His first picture showed the twister just after it had wrecked 12 farmhouses and killed 20 cattle. Then it bounced in the air (*center*), settled to earth again (*right*) and, moments later, died away completely.



### A CHAIRMAN IS DISPUTED

As the Massachusetts State Democratic Committee met, some members opposed the chairmanship of John C. Carr (*right*). To avoid an election that could depose him, Carr adjourned the meeting amid angry shouts of fist-clenching opponents who, after he left, elected their own chairman.



### A CHAMPION IS UPROOTED

Bouncing into the ropes, Welterweight Champion Tony DeMarco felt his crown was slipping. Meeting Carmen Basilio in Syracuse, DeMarco fought furiously for nine rounds. But in the 10th Basilio, after flooring him once, knocked him onto the ropes. Two rounds later DeMarco was through.









**AT PENN STATE** commencement Ike speaks to 20,000 who braved a drizzle to hear his address.

## NUCLEAR 1955 FOR D.D.E., '15

**He would share atomic benefits**

This commencement week was a big one for President Eisenhower. As an old grad, Ike, like thousands of other alumni flocking back to campuses all over the U.S., returned to West Point for a sentimental reunion with comrades of the Class of '15. As President of the United States, Ike spoke out in two commencement addresses to the Class of '55.

At West Point he warned against overoptimism about the impending Big Four meeting at the summit. At Pennsylvania State University he announced a new atomic plan that may profoundly change the lives of millions. The President said that by providing friendly nations with funds, know-how and atomic materials to build nuclear reactors, the U.S. would help "spark the creative and inventive skills latent in the free world . . . to put them to work for the betterment of the conditions under which men must live."

A concrete extension of the Atoms for Peace program he announced in December 1953, Ike's two-part plan calls for providing friendly nations with one half the money required to build reactors for research plus the know-how necessary to construct reactors for producing power. Underscoring his proposal, the government announced that we would sell to the Swiss government a nuclear reactor which will be installed at Geneva next August for the U.N. Atoms for Peace conference, leasing with it 13.2 pounds of enriched uranium fuel—the first reactor-fuel package to be exported by the U.S. to any foreign country.

← **AT WEST POINT**, parading with alumni, President bows to his First Lady as Mrs. Eisenhower waves from sideline crowd. With him (left to right) are classmate-generals, Van Fleet, Hobbs and Boye.



**THREE EISENHOWER BROTHERS** (left to right) Ike, Milton and Earl, get together in garden of Milton's home. Milton is the president of Penn State. Earl is manager of a newspaper in LaGrange, Ill.

**ATOMIC POOL** which shields nuclear reactor at Penn State interests President and brother Milton. Eric Walker (left), dean of engineering, explains how the reactor, which cost \$300,000, is operated.







**BADLY BEATEN** in 1937, U.A.W. Organizers Walter Reuther (left) and Richard Frankensteen were distributing leaflets when Ford factory police attacked them.



**SERIOUSLY WOUNDED** by shotgun blast through kitchen window in 1948, Reuther, watched by wife May, almost lost right arm. Assailant was never found.

**AFTER THE LONG, TURBULENT UNION STRUGGLE . . .**

## **. . . REUTHER'S WEEK OF TRIUMPH**

For the intense, hard-driving, ambitious, respected and feared labor leader named Walter Reuther it was a historic week. In his militant past he had been beaten by company guards and shot by unknown enemies. Last week he was jubilantly signing the Ford contract which gives his United Auto Workers a down payment toward the guaranteed annual wage.

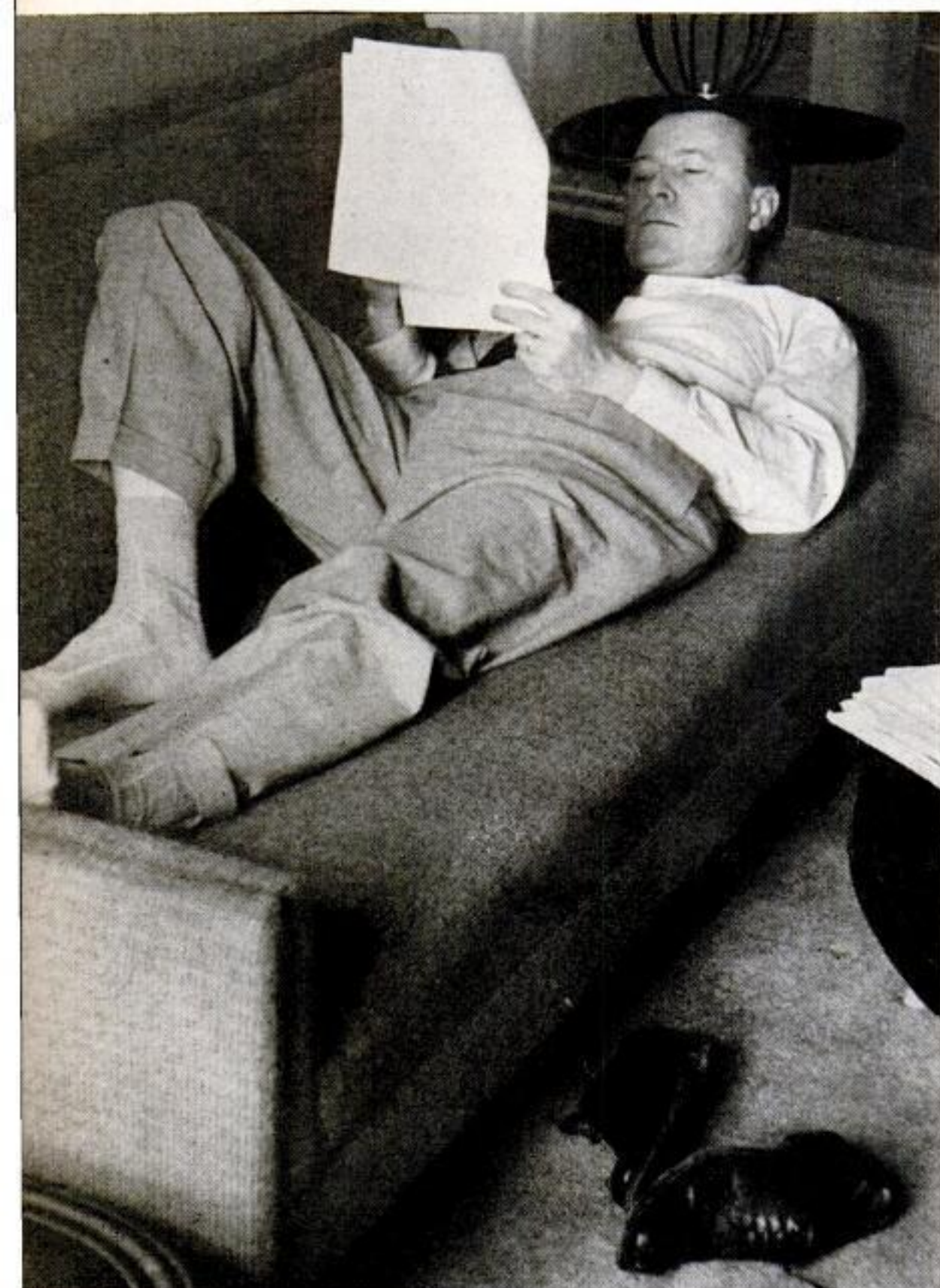
Less than a week after the Ford contract

was signed, Reuther completed a settlement with General Motors which he claimed was every bit as good as the one he had received from Ford. His cocky prediction that "There's a Ford in GM's future" came true.

Neither settlement actually gave the union a G.A.W., but a foot was in the door. Their benefits are relatively small and temporary. In many states the unemployment compensation

laws must be changed before laid-off workers can legally get both state and company payments.

As he hurtled from brief rest to the final bargaining sessions and victory, Reuther already had his future goals in mind: full guaranteed wage and an ever-shorter work week. In their moment of triumph the U.A.W. and its exultant president could not help viewing the future through rose-colored windshields.



**ON THE COUCH**, Reuther rests in a hotel room during a brief break in the GM bargaining sessions.

**ON THE MOVE**, after day's negotiations, Reuther and aide John Livingston leave the GM building. →







**AT THE PEAK OF HIS CAREER,** the guaranteed wage achieved peaceably, his control of the U.A.W. strengthened, his influence looming ever larger in the

merging C.I.O. and A.F. of L., Reuther exults at the Ford signing (*above*). Apologizing for his temper in negotiations, he said, "We all have to make a living."



On thousands of school and college campuses, under elm and maple, palm and pine, the massed and mortared youth of America has been getting its last formal advice. Every commencement orator tries to say something new, true or useful. Some succeed. But all, if only by filling up the vast and varied canvas of this nationwide ceremony, throw some light on the process that made them speak—the endless, formless, fertile, wasteful, wonderful process of American education.

Listen first to a former governor of Louisiana, Sam H. Jones, addressing the Negro graduates of Washington High School in Lake Charles, La. He talked to them mostly as Americans, not Negroes, but he added, "by way of factual information," that "the 15 million American Negroes will produce this year more college graduates than all of the British kingdom with its 50 million people." He also told them that "the American Negro may well become the most important segment of the world's population in the coming struggle between the forces of Communism and Democracy. This is true because the forces of world Communism seek to enroll all the colored races, black, yellow, red and brown, underneath their banner. And there are none, among the colored races, better able to advance the cause of democracy among these people than the American Negro. Thus, a great opportunity, not given in such degree to other Americans, lies ahead for you."

Perhaps the newsiest speech of the commencement season was given by Allen Dulles, head of our Central Intelligence Agency, to the alumni of Columbia University. He described education in the Soviet Union, of which there is a great deal. More than half of all Soviet college graduates specialize in the physical sciences (in the U.S., about 20%). There has been a small but significant "de-emphasis" of ideological studies, said Dulles, which is spreading among former strongholds of Marxist dogma such as biology and agriculture. "In introducing mass education, the troubled Soviet leaders have loosed forces dangerous to themselves."

Dulles believes that "some thoughtful Soviet citizens," taught to apply elementary logic to the natural world, are beginning to apply it to their political environment as well. Thus "a hard choice faces the perplexed and probably unharmonious group of men in the Kremlin." They can attempt to turn the clock back to the "dark ages" of Stalinist conformism—"no easy task"—or they must let the educated Russian spirit continue its discovery of non-Communist realities.

Americans would certainly like to believe this, for it vindicates our faith in the sovereign virtues of education. That faith was reasserted by, among others, Federal Judge Charles E. Wyzanski to the ladies of Wellesley College. He spoke on what he thought they would accomplish by 1980. One of his predictions: they would help save the public schools. Disturbed by the overgrown classes, the impaired quality and low esteem of the teacher, the Wellesley girls would step forward and persuade the school boards "to engage you as part-time teachers," thus giving "the calling of the local teachers a renewed sense of style."

At Whitman College in Walla Walla, President C. C. Maxey voiced some thoughts on what a good teacher must be. He must be a scholar but more than a scholar, his mind "a fountain, not a reservoir." He must know how to fix the student's vagrant attention through an "intellectual ascendancy . . . which instructs but does not enslave." He must be a model "in every utterance and every deed. . . . Even though he may prefer it, the back seat is not for the teacher. . . . When there is something to be done which street corner literacy unaided cannot accomplish, [the teacher] is drafted for service and for a leadership which only men of high education can supply." The good teacher must be a free man. But "the greater his freedom from external compulsions the more exposed he is to the subtle tyrannies of his own personal Pharisaisms. He will not overcome these by merely professing high ideals. Every day of his life he must work hard, far harder than other men, to widen his knowledge, dethrone his prejudices and rectify his judgments."

Dr. Maxey's rigorous standard applies to the educated man in any calling. And because that standard has been set, and is here and there maintained, there was a sense of hope and purpose on the American campus this June. In fact Dr. Charles Malik, Lebanon's ambassador to the U.S., told the seniors of Ohio Wesleyan that the U.S. "intellectual and spiritual scene has never been more vigorous or more hopeful." He could say so partly because American education is not wholly ruled by its temporary aristocrats, the scientists and the specialists. Against them the liberal arts college is holding its own; and from its studies, said Malik, "the soul emerges with some unity of vision, some coherence of purpose, some freedom of spirit, some mastery over its own elementary powers, some joy in the knowledge of responsible theory, some humility before the mystery of being."

## GOODBY TO 'FAIR TRADE'

"Fair trade" is dying and few will weep for it. It was never "fair" in the first place, and did more to hinder "trade" than to help it. In case you've forgotten, we're talking about the various state laws, authorized by federal law, which let manufacturers fix the retail prices of their products without violating antitrust laws. The idea behind it—one alien to all the principles of U.S. salesmanship and competition—was that if everybody charged the same price then nobody would need to sell any harder than anybody else, and sloths would be on the same footing as beavers.

That sort of thing was able to work, after a fashion, in the Depression that gave it birth, and also in the scarcity markets during and after the war. But fixed prices cannot be enforced in an economy that is free, competitive and abundant. The mushrooming of discount houses, selling appliances anywhere from 20% to 35% below "list," proved it. Many manufacturers privately winked at the violations. U.S. merchandising was acquiring some of the earmarks of Prohibition—if

you had a card and could prove your identity to "Charlie," he would sell you an aged-in-the-wood TV set at a bargain.

U.S. department stores, which tried to obey the fair trade minimums, suffered to the point where they were doing less business in many cities than discount houses. Many department stores began competing with discount houses by slashing prices in self-defense. Moreover, manufacturers who used to bring frequent suits to police their prices, have recently lost some court decisions and have just about called off their lawyers. And now the Attorney General's committee on the antitrust laws has condemned the whole "fair trade" system and urged repeal of the federal enabling act.

One result is that U.S. department stores as a whole this year have had a phenomenal recovery in total sales and in profits. Another is that the discount houses are learning to offer department-store service. Another is that consumers are getting more bargains all around. And that's just dandy. Goodby, "fair trade," and good riddance.





\*V-8 is a trademark owned by the makers of Campbell's Soups.

## 8 juices deep in flavor...a nationwide hit!

*...because it offers so much more than any single juice!*

There's a whole gardenful of flavor squeezed into **V-8**\*, a gay and glorious flavor that makes millions say, "This is *my* kind of drink!"

To these happy juice drinkers (ages 5 to 95), **V-8** brings the satisfying refreshment and the vitamin-mineral wealth of not just one,

but 8 fresh vegetable juices squeezed into 1.

After a big cold glass of **V-8**, there's only one thing you'll want: *more!*

**V-8's magic blend:** the pure juices of the Campbell tomato, celery, carrots, spinach, lettuce, beets, watercress, and parsley.

...by Nature it's wholesome...by **Campbell's** it's delicious!







# Delco-Remy leads with "tractor"

Delco-Remy electrical systems  
deliver extra current economically  
for even the toughest  
tractor operations

When a farm tractor has Delco-Remy electrical equipment, you can expect it to serve you better under the toughest conditions, in any season or in any weather.

#### **More electrical reserve**

The new Delco-Remy ventilated generators provide *double* the electrical output of previous models without increase in size. They are designed to satisfy every tractor electrical need today—and to anticipate tomorrow!

#### **Easier starting**

The new Delco tractor batteries—made especially for farm use—give you easier starting in all seasons, operate longer between additions of water, and resist excessive vibration and heat during long periods of field work.

#### **Waterproofed and dust-sealed ignition**

Other specially designed Delco-Remy units include dust-sealed distributors with built-in lubrication, waterproofed





*Delco-Remy equipment provides ample electrical power for farm tractors.*

# "tough" electrical systems

ignition coils that are oil-filled and hermetically sealed, corrosion-resistant stainless steel contact point springs, moistureproof pressure-sealed condensers, and battery ignition units for 2-, 4-, and 6-cylinder older tractors.

Like Delco-Remy electrical systems for passenger and commercial vehicles, these new tractor-tough systems are General Motors products. And they are made only by Delco-Remy, a trusted name "Wherever Wheels Turn or Propellers Spin."

The famous Delco-Remy line includes Generators • Regulators • Cranking Motors • Distributors • Ignition Coils • Klaxon Horns • Flexible Cable Controls • Directional Signal and Control Switches • Delco Batteries... for Passenger Cars, Trucks, Buses, Farm Tractors, Air and Marine Craft and Industrial Applications.

Delco-Remy Division of General Motors, Anderson, Indiana

## Delco-Remy

ELECTRICAL SYSTEMS



GENERAL MOTORS LEADS THE WAY



Cheerios  
the oat cereal  
no taste like 'em ever  
you could eat forever  
kids love 'em-so will you!

READY-TO-EAT...  
NO COOKING!







**THE BRASS TURNS OUT** at airport where Nehru offered his best wishes to the Soviet government and people. Soviet leaders present included (front row,

left to right) Marshal Zhukov, Malenkov, Molotov and Mikoyan. Bulganin is on Nehru's right. Khrushchev was present but does not appear in picture.

## A BIG RED RUG OUT FOR NEHRU

**Soviets court the Indian leader**

Never had a foreign visitor had such a reception from the Russians as India's Prime Minister Nehru received in Moscow last week. At the airport the top Soviet brass greeted him. In the city streets cheering thousands pelted Nehru's open car with flowers. On his tours through factories he was cheered heartily and when he visited a school children brought him more flowers. The sightseeing, state banquets and high-level conferences in the Kremlin lasted for four days and then Nehru set off on a

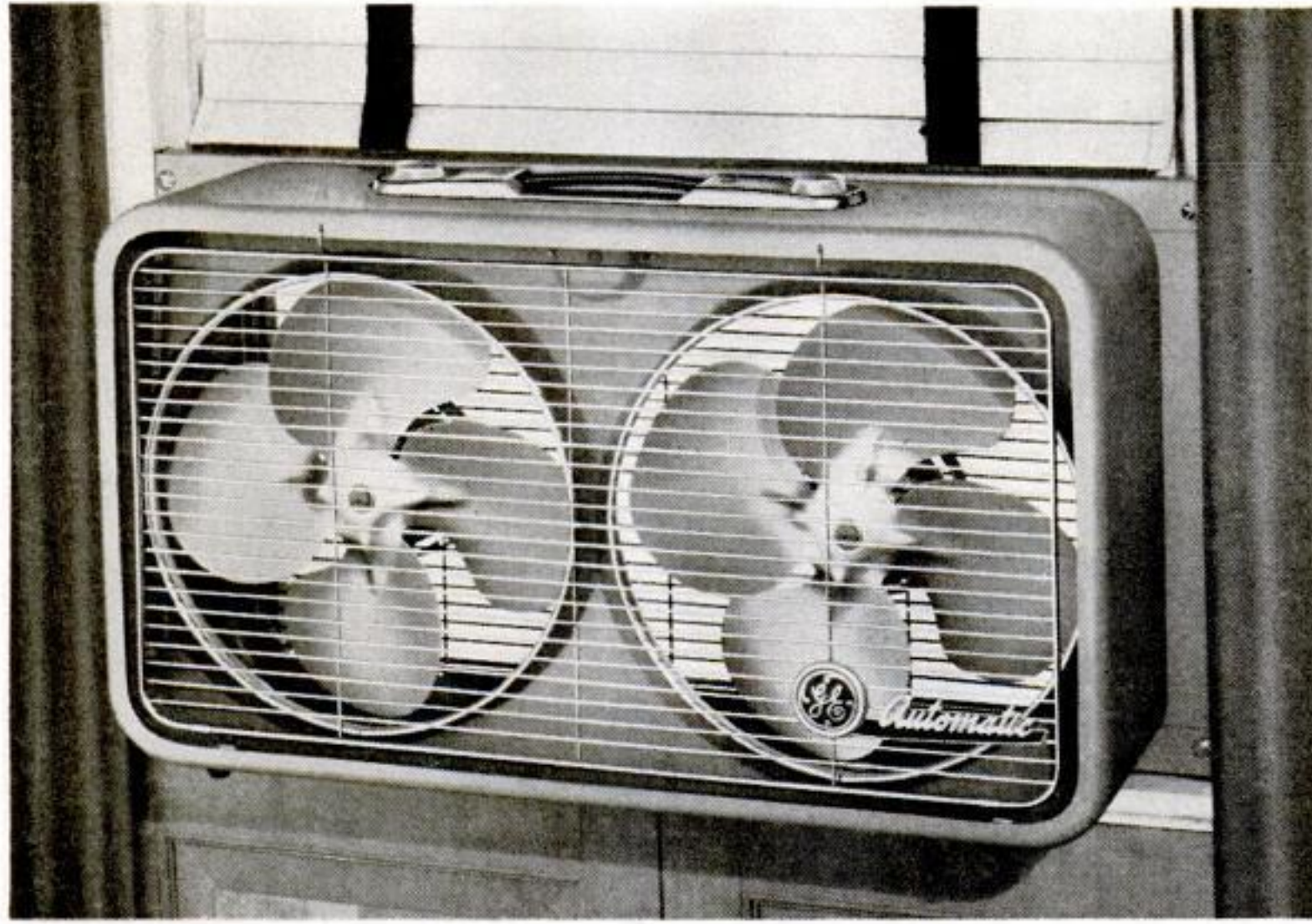
10-day trip through the Soviet Union before returning to Moscow for final talks with the Soviet leaders.

It obviously suited the current Communist line, which eagerly promotes neutralism, to roll out the best red rug for the world's pre-eminent neutralist, Nehru. He responded by praising Soviet steps toward "the furtherance of peace." But, when he was asked for his general impressions of Moscow, he answered cautiously, "Tabloid impressions are very bad."

RIDING IN AN OPEN ZIS, NEHRU WAVES TO MOSCOW CROWDS. HUGE BANNER IN HINDI AND RUSSIAN SAYS, "GREETINGS TO PRIME MINISTER NEHRU! WELCOME!"







Fits either sash or casement windows.

## **New! Automatic Twin-Fan Ventilator** **Gives low-cost room cooling**

G.E.'s Automatic Twin-Fan Ventilator has special control for temperature you like. Set it and forget it. Fan turns itself on and off *automatically* as temperature rises or drops. Here's truly low-cost room cooling—and no installation charge, either!

only \*  
**\$64<sup>95</sup>**

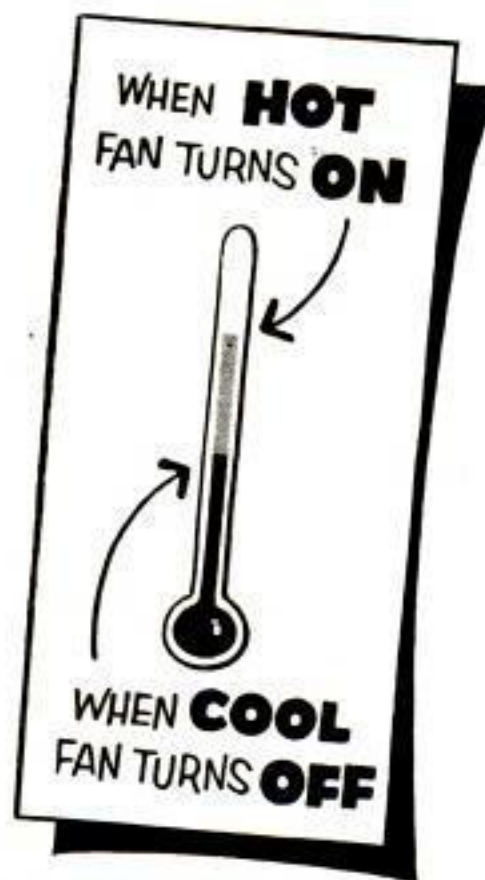
### Easily Reversible!

Draws cool air in—blows stuffy air out—both with maximum efficiency. Special mounting panel makes it possible to reverse fan effortlessly. Fits wide or narrow windows. Completely portable—easily carried from room to room.

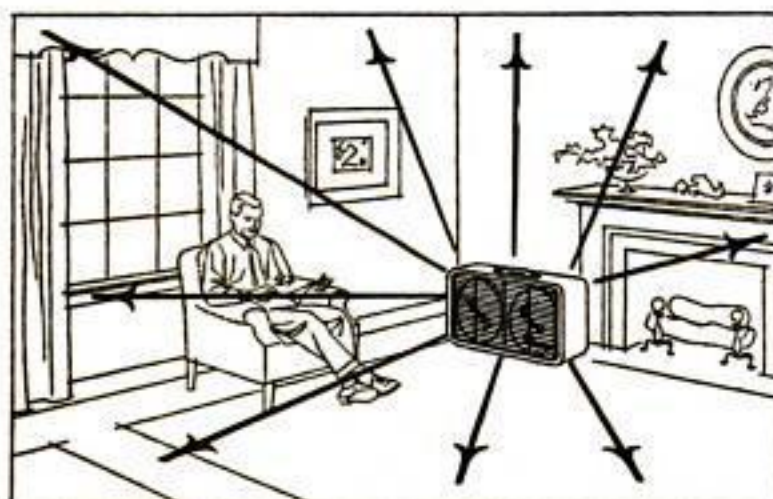
### G-E Fans as low as \$17.95\*

There's a G-E Fan for every cooling need—and prices run as low as \$17.95. G-E Fans sell out fast when it's hot . . . so buy a fan today and keep cool all summer long.

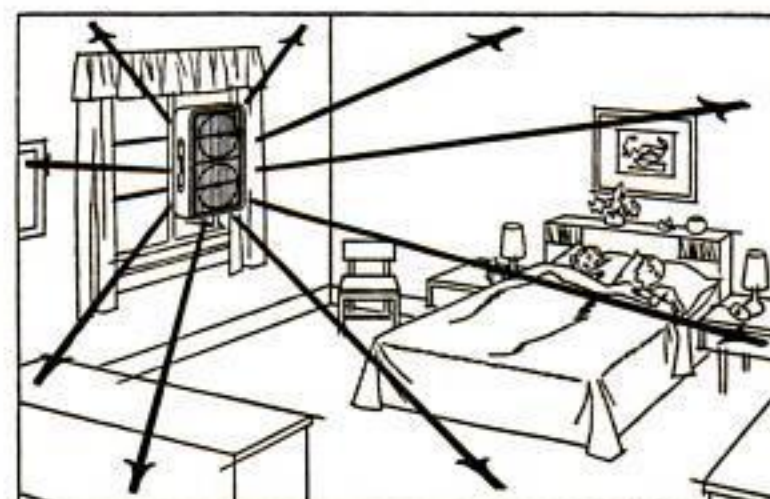
\*Manufacturer's recommended retail and Fair Trade price. Automatic Blanket and Fan Dept., Small Appliance Division, General Electric Company, Bridgeport 2, Conn.



### IT'S PORTABLE—DOES TWO COOLING JOBS!



BY DAY—A CIRCULATOR!



BY NIGHT—A VENTILATOR!

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

## Big Red Rug CONTINUED



COMPLIMENT TO NEHRU is paid by Soviets as Premier Bulganin escorts him down the line of an honor guard standing at attention at the airport.



COMPLIMENT TO SOVIETS is paid by Nehru as he goes to lay wreath on Lenin-Stalin tomb. Nehru then toured Kremlin and lunched with Molotov.



THE GUIDED TOUR of Moscow subway, a standard attraction for all sight-seers, takes Nehru's time. Straphanger is his daughter, Mrs. Indira Gandhi.



At last! A pencil that sharpens itself  
as you write—and cannot break!

New **PARKER LIQUID LEAD** Pencil



**SHARPENS ITSELF AS FAST AS YOU WRITE!** Never a broken point. The new LIQUID LEAD Pencil is all set to write—*instantly*—for thousands of words without reloading. When it *does* run out you simply slip in a new cartridge.



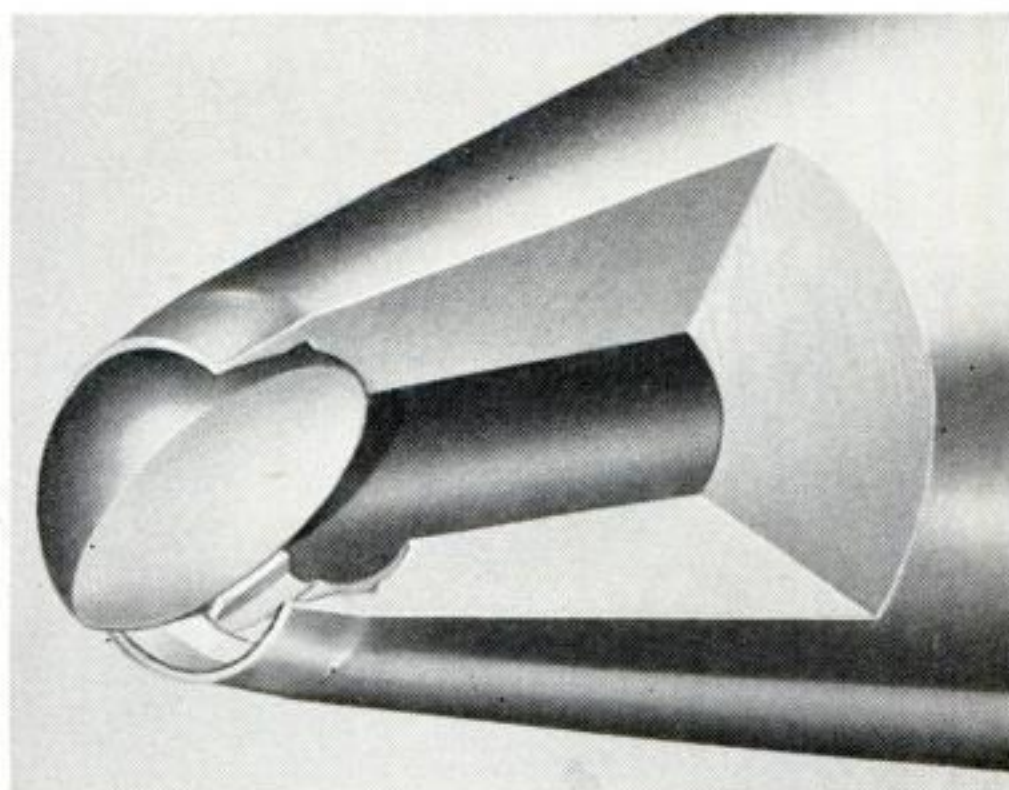
**AND YOU CAN ERASE THAT LIQUID LEAD LINE!** It's just the same kind of line you make—and erase—with ordinary lead pencils. A blessing for those who make mistakes. A convenience that no ball point pen can possibly give.



**KEEPS YOUR POCKET CLEAN!** LIQUID LEAD Pencil "lead" is self-retracting. It actually withdraws from the writing point when not in use. No need of any retracting mechanism because the LIQUID LEAD Pencil cannot leak or seep.



**IT'S LEAD-PENCIL GRAPHITE IN NEW UNBREAKABLE FORM!** Parker has developed a way of blending genuine pencil graphite into a brand new form so that the LIQUID LEAD Pencil gives you the best of pencil *and* ball point pen writing.



**ROLLS WORDS ON PAPER SMOOTH AS SILK!** Parker's tiny ball-bearing pencil point writes the cleanest line you've ever known. And the LIQUID LEAD Pencil line comes through clearly on as many as 12 carbons.

## Entirely new kind of writing instrument

It seemed that all possible tools for putting thoughts on paper had been developed. Then, up with something excitingly new and thoroughly practical came Parker. It's called a LIQUID LEAD Pencil. Try this fascinating new Parker invention at your pen counter. Deluxe model—\$3.95. Choice of 5 colors. Replaceable cartridge and extra eraser—39¢. Models also available to match Parker "51" and "21" Pens, and Jotter Ball Pens.

**PARKER**  
**LIQUID LEAD®**  
**PENCIL**





**ATTACKING THE JUSTICES**, Ross Barnett calls Supreme Court "poets and world travelers," says their decision was "wrong legally, morally and spiritually." He said that he believes in racial "purity."



**PROCLAIMING HER AGREEMENT**, Mary Cain joins opponents in condemning any mixing of races in schools, says, "I'm for segregation clear across the board, as much for . . . the Negro as ourselves."



**WARNING OF A FIGHT**, ex-Governor Fielding Wright says it is states' right to make own education laws. He urges organization of Citizens' Councils as necessary "to maintain law and order . . . and right."



**DEFINING THEIR AIMS**, councils' officials Patterson (left) and Simmons tell the press before rally their organization is defense against Negro pressure tactics.

## ANGRY ORATORY IN MISSISSIPPI

Five candidates in contest for governor vow to uphold segregation

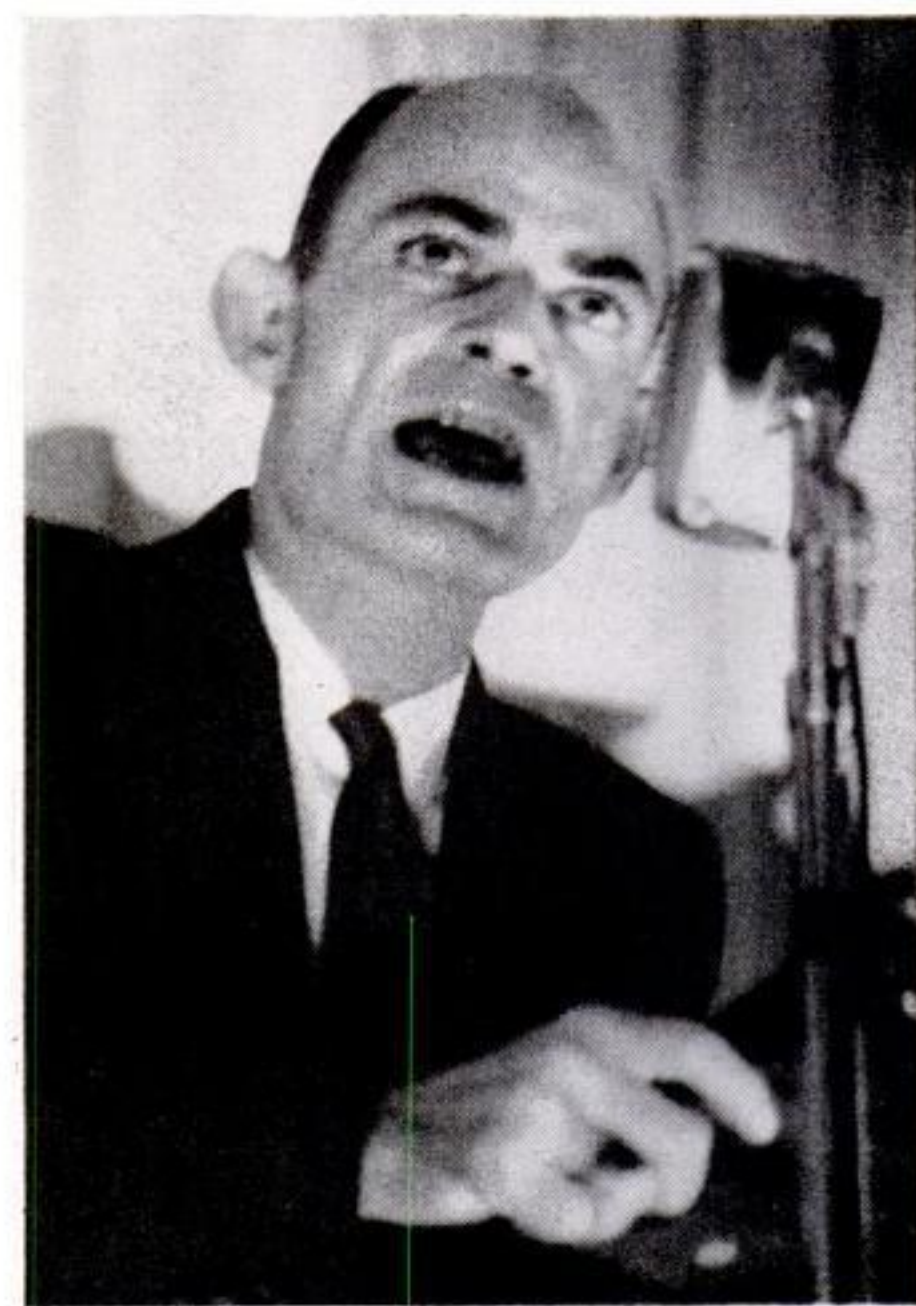
Although they are political rivals, five candidates for governor of Mississippi last week (*left and below*) appeared on the same platform trying to outdo each other in support of a single idea. Each denounced the Supreme Court's recent directions on ending segregation of whites and Negroes in the public schools.

They spoke at a mass meeting in Canton, Miss. sponsored by a rabid pro-segregation group which calls itself Citizens' Councils. In a press conference preceding the meeting W. J. Simmons, a Citizens' Councils state director,

denounced southern organizations which oppose segregation in the churches, including the Southern Presbyterian Conference, the Mississippi Methodist Women's Society for Christian Service and the Southern Baptist Convention. When the rally got under way four men and the one woman who want to be governor pledged to give no quarter in the fight against desegregation. After all had their say, Robert ("Tut") Patterson, fulltime secretary of the councils, beamed approvingly saying, "... We have four kings and a queen. Take your choice!"



**DEFYING SUPREME COURT**, State Attorney General J. P. Coleman says the tribunal "has no army . . . can punish only for contempt . . . would take 2,000 years to try every case to end segregation."



**VOWING NO SURRENDER**, Paul Johnson promises he'll keep Negroes out of "white schools," says, "... You can't ask . . . Negro leaders what they want. You . . . tell 'em what they're going to get."





## That night... Rugby lost its voice

...but, with Western Electric's help, telephone service was fully restored 4 days later!

**THURSDAY, 7:20 P.M.** — fire breaks out in building next to Bell telephone office in Rugby, N. D. Eleven minutes later, smoke and flames drive operators from switchboards. Telephone office totally destroyed. All telephones in Rugby and the surrounding communities out of service!

**9:00 P.M.** — Local telephone crews get five emergency telephones in service.

**9:30 P.M.** — Western Electric Installation Supervisor 65 miles away — alerted by telephone people in Rugby — continues rush assembly of crew of installers from many points in

North Dakota. Orders replacement equipment from Western Electric's Distributing House in Minneapolis.

**MIDNIGHT** — Truck with switchboards, cable and other equipment leaves Minneapolis.

**FRIDAY, 2:00 A.M.** — First group of installers reaches Rugby... begins preliminary work.

**7:00 P.M.** — Truck from Minneapolis arrives, after battling severe snow storms.

**8:30 P.M.** — One section of switchboard already installed and in operation in temporary quarters.

**SATURDAY, 6:00 A.M.** — Two more sections of switchboard in service. Work continues round the clock all week-end.

**MONDAY, P.M.** — Service fully restored to all telephones in Rugby and the surrounding communities.

\* \* \*

Seldom has the value of Western Electric as a part of the Bell System been more sharply pointed up than during the Rugby emergency. To us — as the manufacturing and supply unit of the System — fast work in times of disaster is nothing new.

But here's how this Bell System performance struck the editor of the local paper: "... Who else would have the organization, the resources, the know how... to work such a miracle as Western Electric and the telephone company worked here in the past few days?"

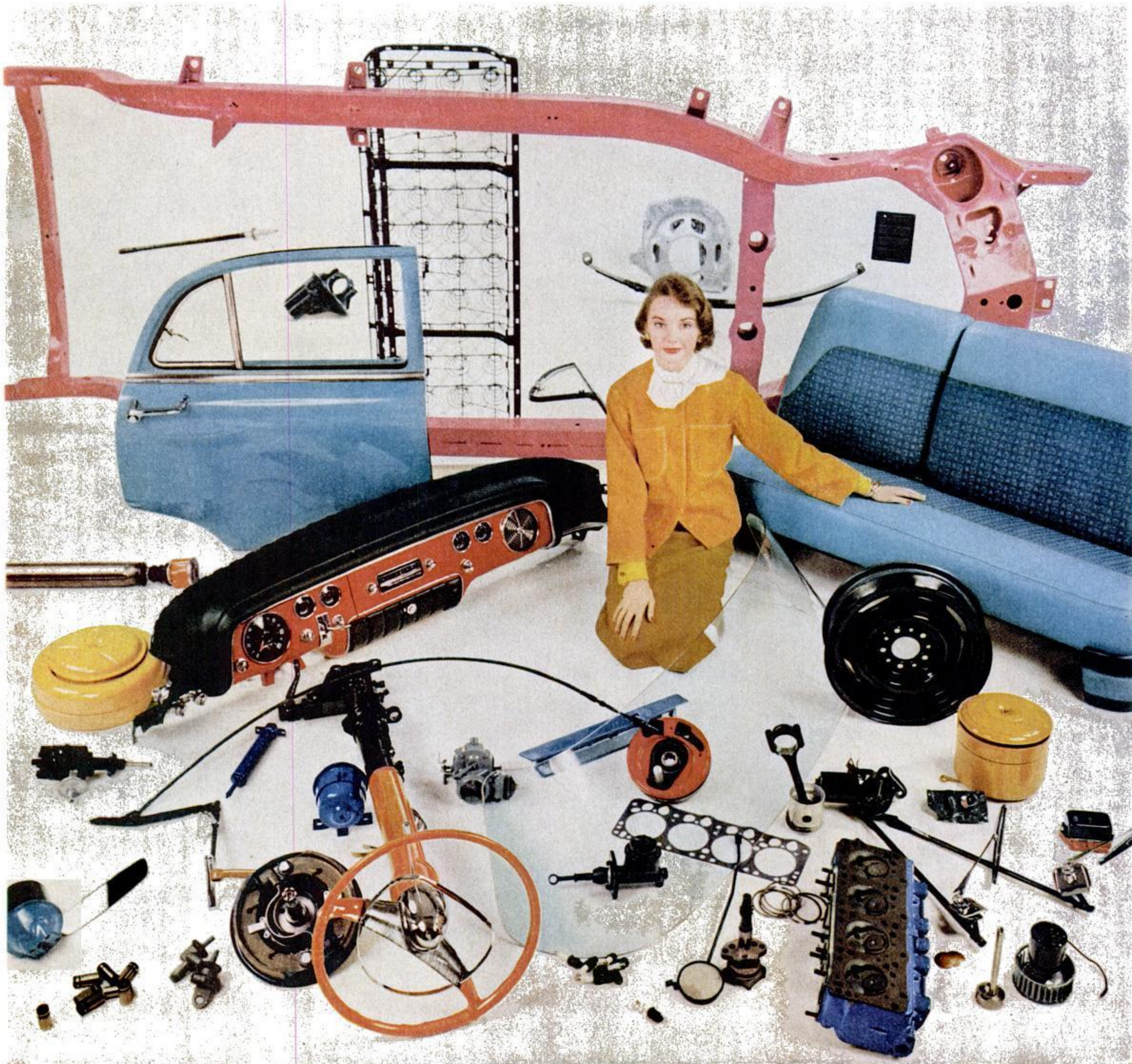
# Western Electric

MANUFACTURING AND SUPPLY



UNIT OF THE BELL SYSTEM





## ONLY PLYMOUTH GIVES YOU ALL THESE BONUSES!

Every single car part in that picture represents an exclusive, extra value that *only* Plymouth offers in the low-price 3... over and above Plymouth's top size, top power and taut, poised beauty.

They are just a *few* of the big Plymouth exclusives that mean so much to your driving pleasure and safety. They really pay off, too, in lower maintenance cost... and higher value at trade-in time!

Only Plymouth in the field gives you the *widest* front seat, divided  $\frac{1}{3}$ - $\frac{2}{3}$ ... *Full-Time Power Steering*...

*ing... Oriflow Shock Absorbers*, with longer comfort-cushioning stroke... *PowerFlite*, finest fully automatic transmission made... glamorous *Full-View Windshield* for greatest visibility... *Electric Windshield Wipers* (standard equipment) that don't slow down when you accelerate... *separate defrosting motor*...

*Chrome-Sealed Action* for smoothest, longest life in 6-cylinder engines... *Hydraulic Valve Tappets* in all V-8's... *Resistor Spark Plugs* for no-stall idling... *Oil Bath Air Cleaner* at no extra cost... *Oilite*

*Gasoline Tank Filter* that holds back dirt and even water... *widest rear springs*...

*Safety-Rim wheels*... *Separate Emergency Brake*... *2 brake cylinders* in front wheels for surer, safer stops... *widest, sturdiest Box Girder Frame*... *Rear Door Ventilating Wing*... and a great host of other long-life, comfort-driving exclusives!

This year, of all years, look at all 3! Isn't Plymouth your *wisest* choice?

PowerFlite and all Power Driving Aids at low extra cost. See "PLYMOUTH NEWS CARAVAN" with John Cameron Swayze on NBC-TV; "SHOWER OF STARS" and "CLIMAX!" on CBS-TV



Officially declared **MOST BEAUTIFUL CAR OF THE YEAR**  
in unique award by famed Society of Illustrators

## ALL-NEW PLYMOUTH





PASSING UNDER BAL EL KHADRA ARCHWAY IN TUNIS, BOURGUIBA STANDS IN JEEP TO ACCEPT CHEERS OF CROWDS. HOMECOMING PARADE LASTED 5½ HOURS

## EXILED HERO'S TUNIS TRIUMPH

With the blessings of his former French jailers, a stormy little Tunisian named Habib Bourguiba went home from exile. A key antagonist, Bourguiba had been kept under house arrest by the French as they stubbornly refused to make concessions to the Tunisian nationalism. But when the French modified their policy, they also released Bourguiba who supports the

new program of gradual home rule for Tunisia.

The celebration 300,000 Tunisians gave to their national hero was tumultuous; roaring mobs almost engulfing him in their fight to touch and kiss him. Educated in France, Bourguiba has spent most of the past 10 years in jail or exile. Sure that he is home to stay, the Tunisian admirers have built him a new home.

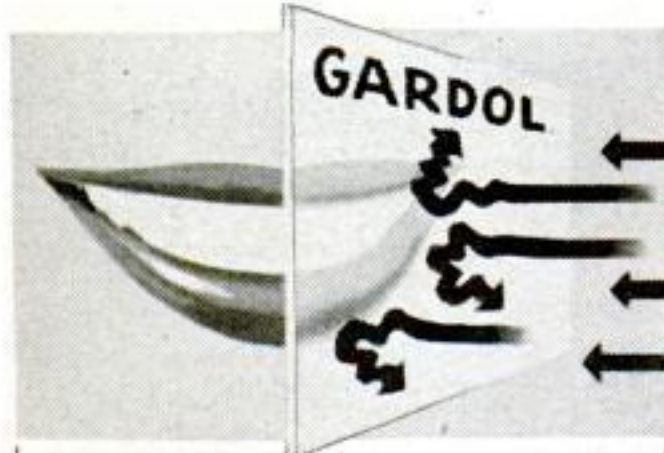




**EVEN IF YOU BRUSH YOUR TEETH  
ONLY ONCE A DAY  
Colgate Dental Cream  
Gives The Surest Protection  
All Day Long!**

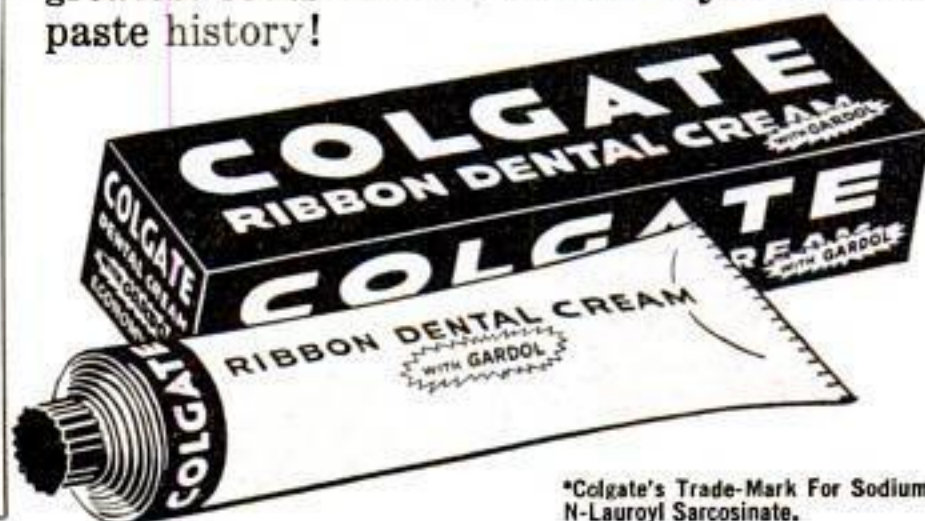


**Brushing For Brushing, It's The Surest Protection  
Ever Offered By Any Toothpaste! Because Only Colgate Dental Cream  
—Of All Leading Toothpastes—Contains Gardol\*  
To Guard Against Tooth Decay Longer—Stop Bad Breath Instantly!**



Gardol, Colgate's wonderful new decay-fighter, forms an invisible shield around your teeth. You can't feel it, taste it, or see it—but Gardol's protection won't rinse off or wear off all day. That's why Colgate Dental Cream with Gardol fights tooth decay 12 hours or more!

**ASK YOUR DENTIST HOW  
OFTEN YOU SHOULD BRUSH YOUR TEETH!**  
But remember! Even if you brush only once a day, Colgate Dental Cream gives the *surest* protection all day long! Stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Fights tooth decay 12 hours or more! In fact, clinical tests showed the greatest reduction in tooth decay in toothpaste history!



\*Colgate's Trade-Mark For Sodium N-Lauroyl Sarcosinate.

**Every Time You Use It... New Colgate Dental Cream  
CLEANS YOUR BREATH *WHILE IT* GUARDS YOUR TEETH!**

**Tunisian Hero** CONTINUED



**LEAVING PARIS** as he begins trip back from exile, Bourguiba is embraced by Tunisian students who had carried him on shoulders through the station.



**REACHING HOME**, Bourguiba is delighted at the crowd which fills piers at La Goulette, the port for Tunis. Earlier, 70 boats met him coming into port.



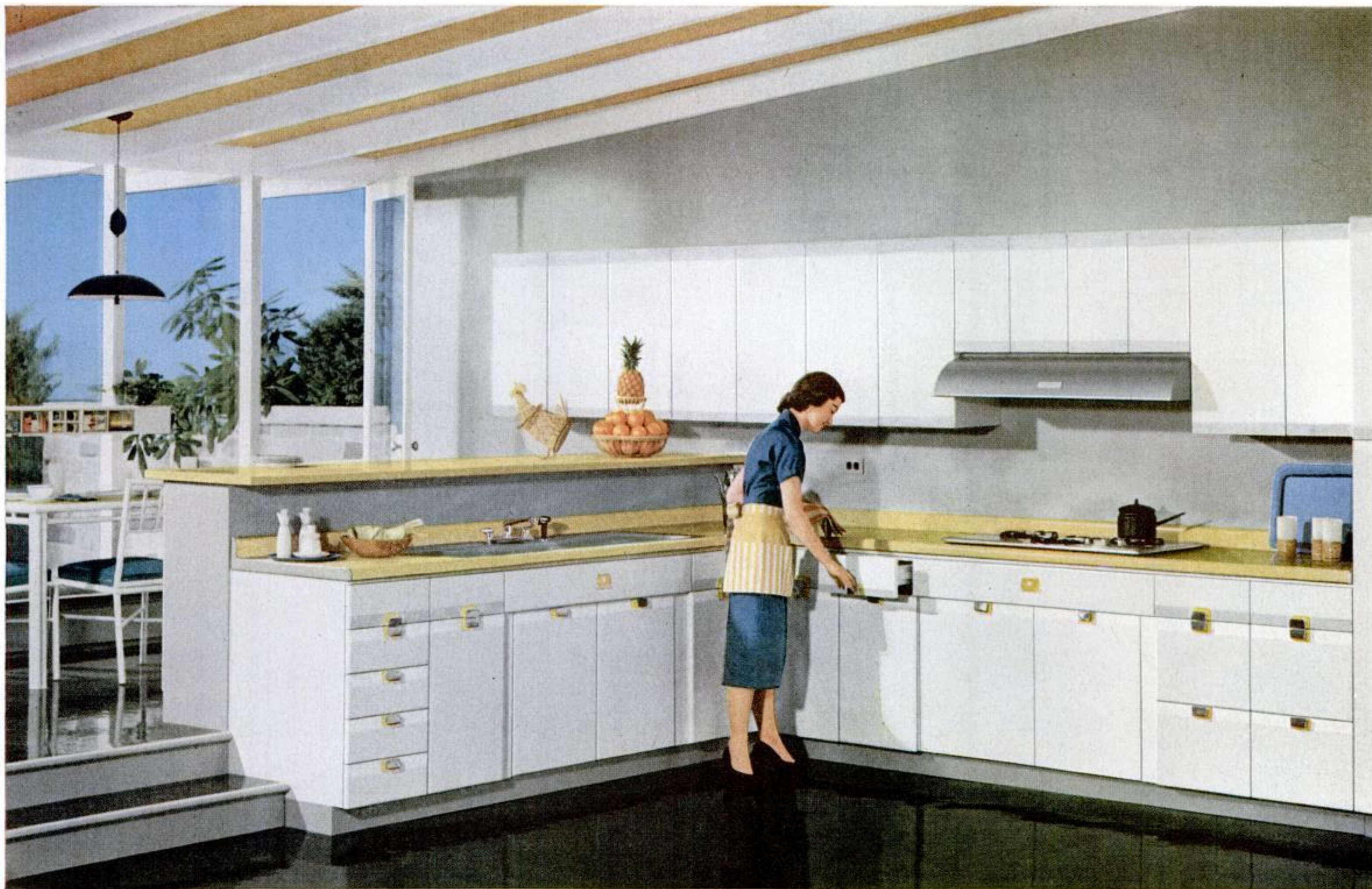
**WEARING A GIFT**, a straw umbrella hat donated by an Arab horseman to shade the hero from hot sun, Bourguiba rides through the streets of Carthage.

CONTINUED ON PAGE 51



**It's new...it will stay new!**

# THE AMERICAN-STANDARD KITCHEN



## More usable storage space...more convenient work areas!

This is the only kitchen that's *convertible*... that lets you rearrange shelves and drawers at any time to fit your changing storage needs. Thanks to the exclusive convertibility feature, you get more *usable* storage space in an American-Standard kitchen. In addition, all cabinets are constructed of steel for lasting appeal, with a smooth, mar-resistant enamel finish. And *steel* cabinets are the very best—durable, non-warping, easy to maintain.

The smooth Micarta counter top is one piece, front to back, with a raised front edge to prevent spilled liquids dripping to the floor. Handle color-guards come in six colors to harmonize or contrast with counter top and sink colors.

Other wonderful features of this new American-Standard kitchen are adjustable, see-through wire shelves—revolving corner base cabinet shelves—wall cabinets that are handle-free, open at the touch of a finger—cabinets spe-

cially designed for built-in cooking units—tall utility cabinet with sliding shelves for appliances—and, of course, a famous American-Standard cast-iron sink with acid-resisting enamel coating.

See this work-saving kitchen at your American-Standard retailer's... and ask about his easy time payment plan. He's listed in the Yellow Pages of your phone book under "kitchens." Or mail the coupon below. Plumbing and Heating Division of American Radiator & Standard Sanitary Corp., Pittsburgh 30, Pa.



**Deep drawers** are wonderful for storing bulky packages. Nylon guides let these drawers slide easily no matter how heavily loaded. When closed, both drawers are concealed by the cabinet door.



**Easy convertibility** at any time is a boon of this kitchen. One deep drawer has been removed and an arrangement of shallow drawer plus easy-sliding wire shelf has been substituted.



**Three wire shelves** can be slipped into the same cabinet for another handy storage arrangement. All shelves slide forward smoothly, effortlessly bringing items within easy reach.

American-Standard, Dept. KL-65, Pittsburgh 30, Pa.  
To cover cost of handling, I enclose: ☐ 10¢ in coin for the new 24-page full-color booklet, "Guide to a Better Kitchen." ☐ 25¢ in coin for the booklet plus the Plan-It-Yourself Kitchen Kit. I am ☐ modernizing ☐ building.



NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ COUNTY \_\_\_\_\_ STATE \_\_\_\_\_

**AMERICAN-Standard**  
**KITCHENS**

Serving home and industry: American-Standard • American Blower  
Church Seats & Wall Tile • Detroit Controls • Kewanee Boilers  
Ross Exchangers • Sunbeam Air Conditioners





## For People of Inherent Good Taste

Respect for the extraordinary is characteristic of good taste. And that respect displays itself with good grace when knowing people choose a whiskey. For more often than not you find their preference is for whiskeys from the traditionally favored stocks of the House of Glenmore. The Glenmore heritage, three generations strong, defers to no one in the pride, skill and integrity requisite to the making of fine whiskey. We commend our labels to you with full confidence that your good taste will approve them as extraordinary.

**GLENMORE DISTILLERIES Company**  
*"Where Perfection of Product is Tradition"*  
 LOUISVILLE, KENTUCKY

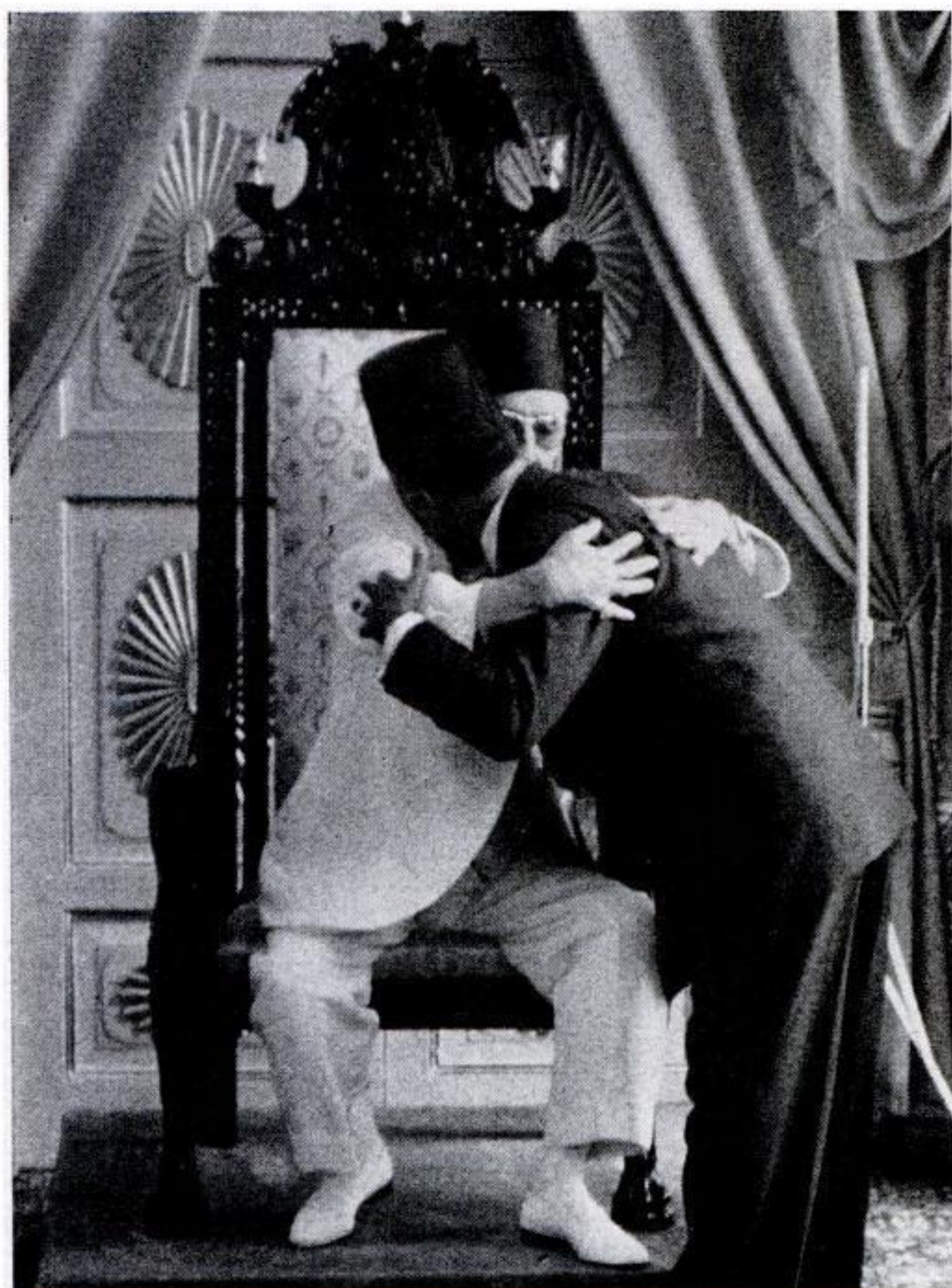


**KENTUCKY TAVERN**—Finest premium sour mash whiskey. Kentucky Straight Bourbon Bottled-in-Bond — 100 Proof

**GLENMORE** — Superb Bourbon, rich in flavor. Straight Bourbon Whiskey 86 or 90 Proof

**OLD THOMPSON** — "Wed-in-the-Wood" blended whiskey. 37½% straight whiskeys, 4 years or more old; 62½% grain neutral spirits 86.8 Proof





**KISS IN THRONE ROOM** is bestowed by the Bey of Tunis upon Bourguiba, who interrupted triumphal march from ship to call at the monarch's palace.



**PACKED STREETS**, so crowded that people barely had room to wave arms, greet Bourguiba's procession as it inches toward the Arab center of Tunis.



*I dreamed  
I went up in a balloon in my  
\*maidenform bra*

I'm the most heavenly body in the stratosphere... in perfect shape for this fabulous flight! Flying, floating, drifting, dreaming... Maidenform makes me the prettiest sight in the sky. Jets? Flying saucers? Who looks at them when I'm aloft? No airlines can compete with my lines when I'm lifted like this by Maidenform.

The dream of a bra: Maidenform's "under-wire" Pre-lude® Strapless in fine white or black embroidered broadcloth. Available plain or with cups lined lightly with foam rubber. A, B, and C cups... from 2.50. Send for free style booklet.



\*REG. U. S. PAT. OFF. ©1955 MAIDENFORM BRASSIERE CO., INC., N.Y. 16 COSTUME: JOHN FREDERICKS



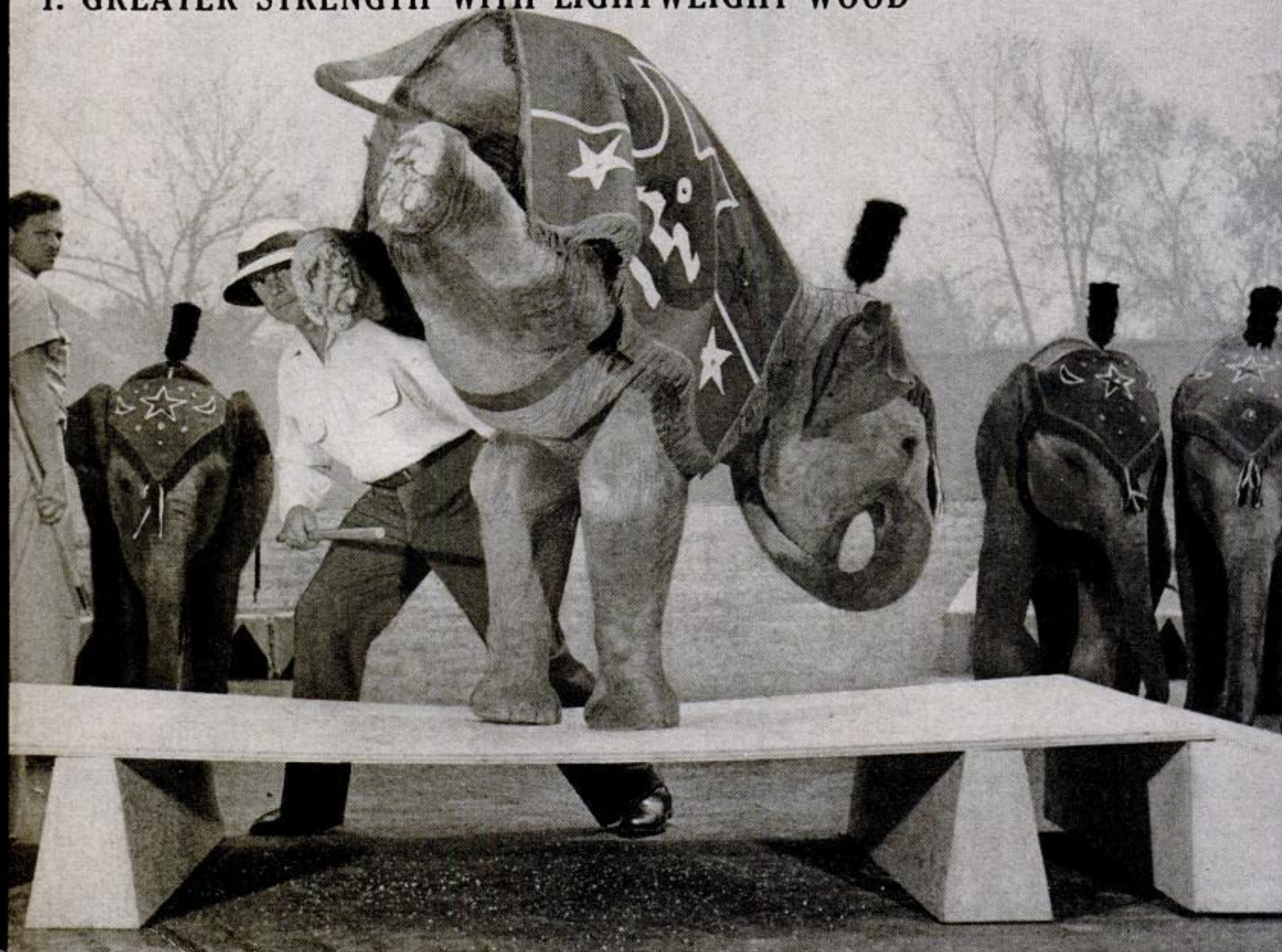
# MONSANTO

## CHEMICALS IN ACTION

### How they benefit you

Business chemistry, a Monsanto specialty, helps manufacturers put hundreds of chemicals into action in thousands of applications that create new and improved products. Shown on these pages are three examples.

#### 1. GREATER STRENGTH WITH LIGHTWEIGHT WOOD



**HOLD IT!** Hundreds of pounds of prancing elephant yet  $\frac{3}{4}$ -inch plywood *does* hold it! That's because plywood is many wood panels, with grain of alternating sheets *criss-crossed* for added strength! Panels are

bonded permanently together with Monsanto adhesives. Douglas fir plywood offers all of wood's warmth and beauty, is twice as strong as lumber but no heavier. Easy to saw, finish, paint. Won't split or puncture.

**Builders, Contractors:** See your lumber dealer for large, easy-to-handle plywood panels that cover up to 32 sq. ft., require less sawing, fitting, fewer nails and joints than wood boards.



Actual "strength test" photographed at St. Louis Zoo



LIGHT, QUICKLY INSTALLED SHEATHING



EASY-TO-MAINTAIN SIGNS



GROOVED NATURAL GRAIN PANELS



SPACE-FITTING CABINETS



LIGHT AND SEAWORTHY AQUAPLANES



CLEAN TIME-SAVING CHICKEN NESTS



## 2. TIME-SAVING MIXES FOR EASY BAKING



**PRIZE CAKES, NO PROBLEM**—not if Monsanto leavening agents are on your pantry shelf in ready-to-use packaged mixes, self-rising flour, or baking powder. Monsanto phosphate leaveners, for example, help

leading manufacturers make quick mixes for everything from tender pancakes to fluffy cakes for late evening desserts... higher, lighter, evenly textured baked goods *time after time!*

**Manufacturers:** Monsanto, world's largest producer of phosphates, "tailor makes" leavening acids that meet requirements for volume, texture, reaction-time, shelf life—for all types of prepared mixes, self-rising flour, and baking powder.



TENDER, GOLDEN BROWN PANCAKES



RICH, LIGHT BLUEBERRY MUFFINS



DELICATE, FLUFFY BISCUITS

## 3. LASTING BEAUTY IN VINYL FABRIC



**NO SPOTS FROM SPILLS!** With new vinyl-coated fabrics you can safely choose bright colors and delicate textures in luxurious upholstery that takes the hardest wear and tear. This smart modern chair has

all the soft comfort, lively color, and stylish beauty of woven fabric, yet soap and water washes it clean in seconds. Look for these high fashion vinyl coverings when you shop for furniture.

**Furniture Manufacturers:** Write to Monsanto for names of the leading producers of fine vinyl fabrics... made with the highest quality Monsanto resins and plasticizers.



WASHES CLEAN—NEVER STAINS



SMART, EASY-TO-APPLY UPHOLSTERY



TEXTURED WALL COVERING, TOO!

**Manufacturers:** The above products are typical examples of how Monsanto chemicals and plastics go into action for home and industry. If they can help you earn greater profits in your business,

**WRITE MONSANTO TODAY.** Describe fully your products, processes and estimated requirements. Address: Industrial Service Department, Monsanto Chemical Company, St. Louis 4, Mo.

SERVING INDUSTRY... WHICH SERVES MANKIND



Registered material



## It pays to stop at your shoe repair shop

You'll be amazed at the extra comfort and wear today's shoe service-man can build into a pair of your old shoes while making them *look like new again!* You'll see that in his skilled hands modern, scientifically perfected repair materials are your best buy every time.



NEOLITE Plug Heels for long, economical wear. Famous-for-comfort Goodyear rubber with NEOLITE plugs at points of greatest wear.

NEOLITE Soles take a beautiful finish. They're remarkably light and flexible... easy-going from the very first step. And that famous NEOLITE wear keeps your shoe bills 'way down.

## NEOLITE SOLES and HEELS

Made only by **GOODYEAR**

NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.  
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO



IN CONNECTICUT SAFETY TEST A CAR TRAVELING 29 MPH PLOWS INTO A THICK BED OF BLOOMING ROSEBUSHES

## ROADSIDE WRAP-UP IN A ROSEBUSH

Swerving from a side road near Manchester, Conn., a car slammed into a rosebush hedge and vanished in a blizzard of white petals. A moment later (*below*) bystanders watched the driver climb out unhurt. The mishap was no ordinary highway accident but a planned experiment. For four years Motor Vehicle Research, Inc., a private firm, has been testing a particularly dense species of rose called the *Rosa*

*multiflora japonica* to find out whether its tough resilience can bring careening cars safely to a stop.

The results so far are so promising that the U.S. government will sponsor tests next winter to see if the roses do as well in cold weather when they are more brittle. If they do, states will be encouraged to plant them along roadsides or between lanes to make their highways safer as well as more beautiful.

TEST OFFICIALS LOOK OVER CAR ROSES BROUGHT TO A STOP IN 32 FEET. IT SUFFERED ONLY MINOR SCRATCHES





# Your thirst can “feel” the difference!

When your thirst cries out for a soothing, cooling glass of finest beer, there's no refreshment like Schlitz! For here is a beer with a difference your taste can actually “feel” all the way down.

No harsh bitterness! No disappointing sweetness! Let your thirst “feel” the light, smooth, dry refreshment that really hits the spot. If you like beer, you'll love Schlitz . . . The Beer that Made Milwaukee Famous.



*Schlitz always brews  
for quality . . .  
never for price!*



*All America is talking about these amazing new coaches!*

*Now you can ride in*

# LOW-COST LUXURY

***aboard a Greyhound Scenicruiser® or Highway Traveler®***

**Settle back** in a deep-cushioned, reclining easychair beside a panoramic picture window, on one of Greyhound's brilliant new luxury coaches . . . float smoothly along, while America parades by in a series of magnificent close-ups.

Here is highway travel at its very best . . . with driving cares left behind . . . the open road ahead, and one of the world's finest drivers at the wheel. Sound inviting? Then slip away with us on your next trip . . . choose this thrilling new adventure, Greyhound's "low-cost luxury" travel.

**Low-Cost Luxury with Air Suspension Ride**

Nothing approaches Air Suspension in riding comfort! The secret is a system of rubber-nylon air bellows (replacing conventional metal springs) . . . which actually float the coach on columns of compressed air.

**Low-Cost Luxury with Perfected Air Conditioning.**

When it's hot outside, you're cool! Perfected air conditioning is standard on all *Scenicruisers* and *Highway Travelers*, also thousands of other Greyhound coaches.

**Low-Cost Luxury with Complete Washroom on the Scenicruiser**

Each *Scenicruiser* has a fully-equipped lavatory, including wash basin, toilet, mirror, other conveniences.







**Dual-level sightseeing in living-room comfort!** You'll thrill to the spectacular sightseeing on both comfort-designed levels of the *Scenicruiser*... on the raised rear level, you can see right, left, overhead—and straight forward!

**Here are typical low costs for this new luxury travel**

NEW YORK - CHICAGO . . . . .	\$18.95
SAN FRANCISCO - LOS ANGELES . . . . .	5.95
DETROIT - NEW ORLEANS . . . . .	20.80
MIAMI - NEW YORK . . . . .	25.10
CHICAGO - SAN FRANCISCO . . . . .	41.65
PHILADELPHIA - CLEVELAND . . . . .	10.60
LOS ANGELES - NEW YORK . . . . .	56.70
SEATTLE - SAN DIEGO . . . . .	21.15
DETROIT - WINNIPEG . . . . .	22.50
ATLANTA - WASHINGTON, D.C. . . . .	12.95
NEW ORLEANS - LOS ANGELES . . . . .	38.90
MINNEAPOLIS - SEATTLE . . . . .	33.25
DALLAS - CHICAGO . . . . .	17.45
NEW YORK - BOSTON . . . . .	4.50
CINCINNATI - ATLANTA . . . . .	9.15

Big extra savings on round-trip tickets! Fares subject to change. U. S. Tax extra.

**THE HIGHWAY TRAVELER®**

—companion luxury coach

Featuring Air Suspension Ride, six-foot panoramic picture windows, and complete air conditioning, this new Greyhound coach is also yours to use, at no extra fare. Hundreds now in service.



**Relax—behind an expert chauffeur.** The man behind the wheel of your Greyhound coach is a highly-trained driver, safety expert, and courteous travel consultant.



**Every Mile a Magnificent Mile.** Choose your route from the 95,000 miles of scenic highways. Select extra-fine Express and Through-Bus schedules—and save many hours.



**Panoramic Windows—Reclining Easychairs.** Every easychair is a front-row seat at America's greatest show. Six-foot picture windows are softly tinted to reduce glare.

**That's not all—look at these extra comforts, extra services!**



- Free Vacation Planning Service
- Individual Expense-Paid Tours, Escorted Group Tours
- Optional Scenic Routes to all America
- Express, Limited, Through Schedules
- Charter Bus Service for groups
- Package Express Service

← Washroom on Scenicruiser

**New! Vacation-Planning Map of America**—showing dozens of Tour prices and places. Mail to Greyhound Tour Dept., 71 W. Lake Street, Chicago, Illinois. It's free!

Name \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

Send me special information on a Tour to: \_\_\_\_\_

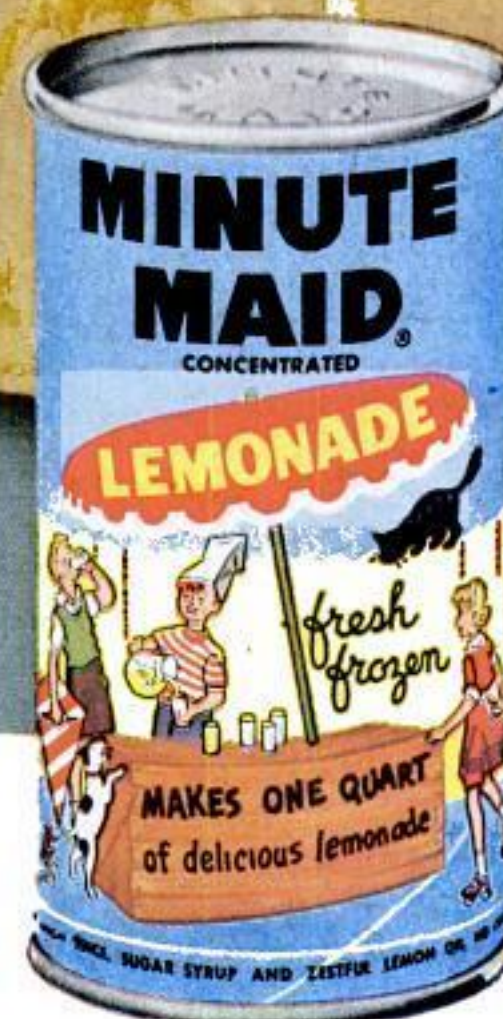
I prefer (check one) ☐ Individual Tour ☐ Escorted Group Tour





Nothing cools you off—gives you a “lift” like

Treat yourself to the “cooling-est” drink ever . . . quick as a wink! Minute Maid Fresh-Frozen Lemonade is ready in mere seconds. Cools you off, peps you up—fast! Pure, wholesome . . . let your youngsters drink their fill. Better for them than “colored-up” drinks. No lemons to squeeze, no sugar to add. Available in two sizes—6-oz. and 12-oz. economy cans.



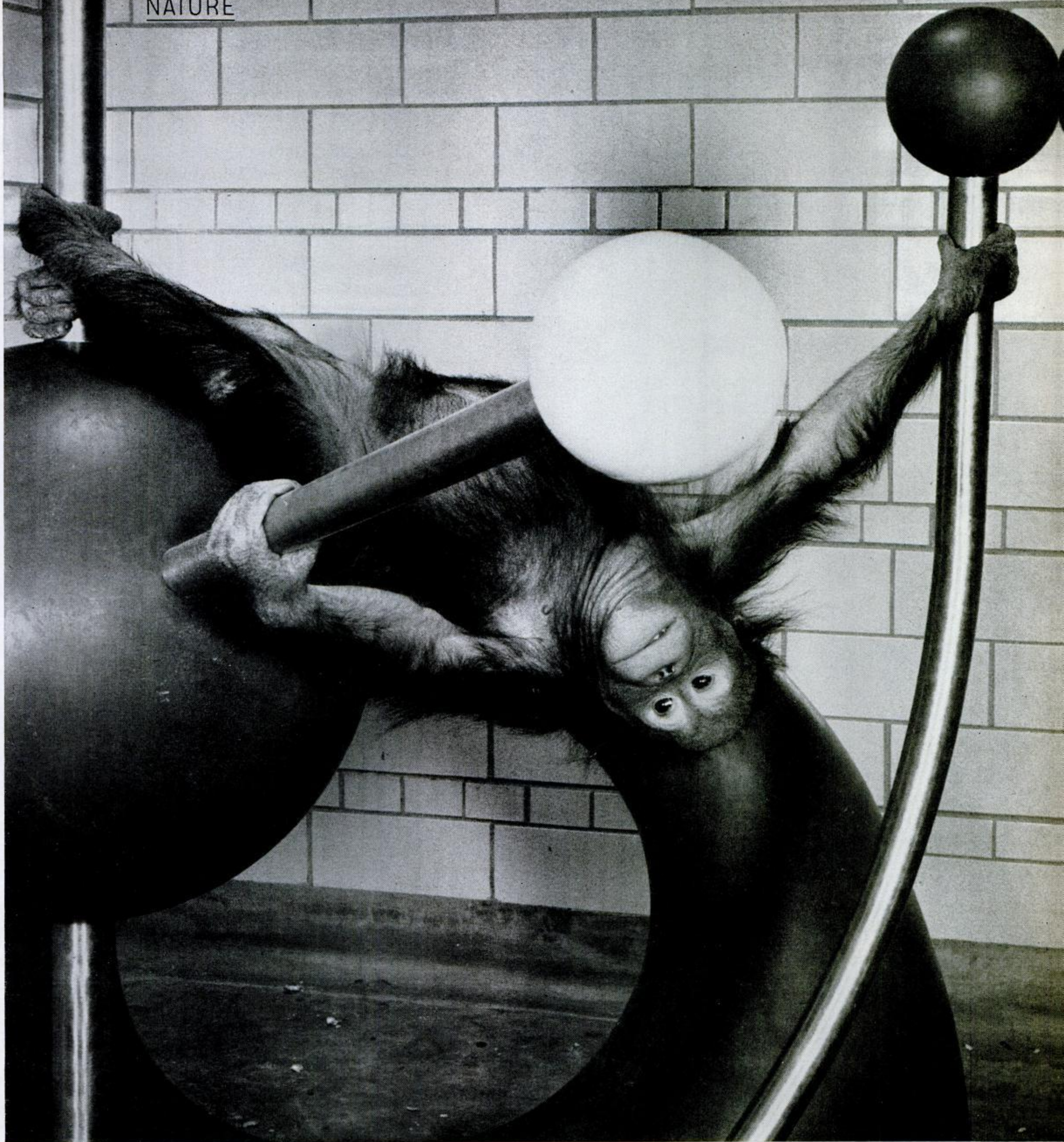
## MINUTE MAID LEMONADE

Fresh-Frozen From Real California Lemons

*Quick! Easy! Rich in Vitamin C!*

(no artificial flavor or color)





LOLLING AMONG THE LIMBS OF A MODERNISTIC TREE, JIGGS FINDS ABSTRACT DECOR OF DETROIT ZOO'S NEW APE HOUSE TO BE SATISFYINGLY FUNCTIONAL

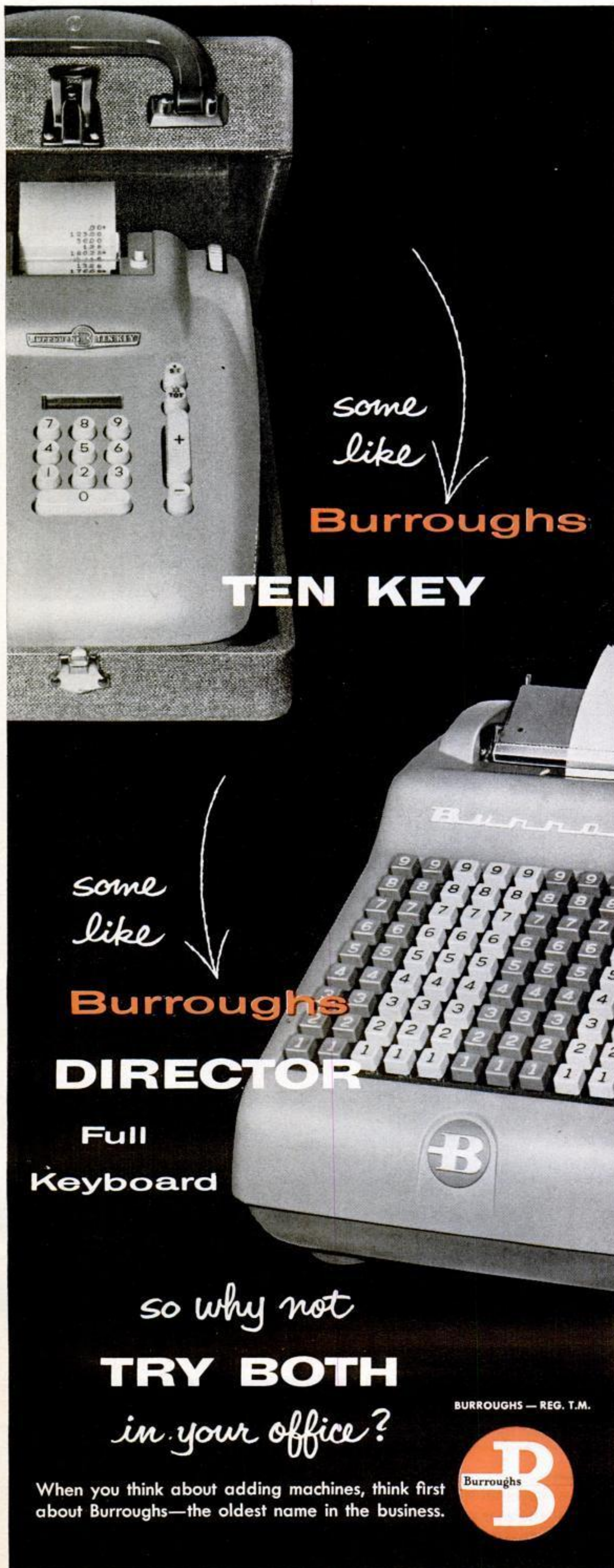
## MODERN FURNITURE FOR ANTHROPOIDS


Most zoo-dwelling anthropoids pass the day surrounded by traditional furniture—a treadless tire, a broken-down piece of tree, an old-style Jungle-Gym. But Jiggs the orangutan, like other apes of the Detroit Zoo, lives in a highly modern home where trees look like models of molecules, platforms like kidneys and chairs like mushrooms.


These strange forms are the work of Sculptor Marshall Fredericks, who spent three months studying the animals' requirements. Because of

the apes' great strength, he used stainless steel and laminated Fiberglas. Because cages must be scrupulously clean, all surfaces are smooth. Finding that the apes react strongly to colors, Fredericks gave his sculpture gaudy hues. Introduced to the new cages, in the zoo's new \$650,000 great ape house, the animals soon went bouncing about from one art form to another with reckless abandon. "They tend to understand the utilitarian function of abstract more easily than humans," says Fredericks.






some like  **Burroughs**  
**TEN KEY**

some like  **Burroughs**  
**DIRECTOR**  
Full  
Keyboard

so why not  
**TRY BOTH**  
*in your office?*

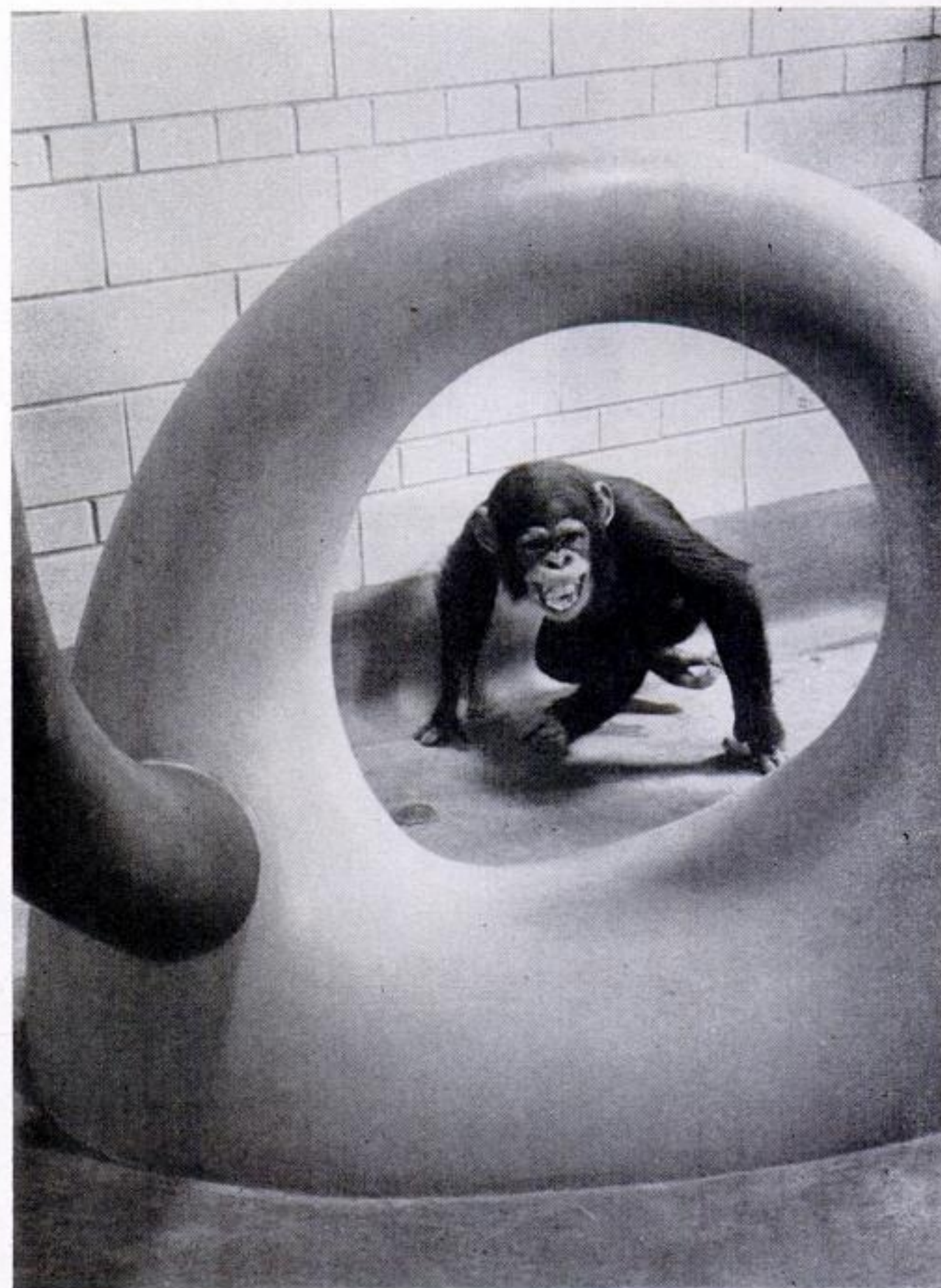
When you think about adding machines, think first about Burroughs—the oldest name in the business.

BURROUGHS — REG. T.M.



Our local dealer or branch is listed in the Yellow Pages. Burroughs Corporation, Detroit 32.

## Anthropoids' Furniture CONTINUED



**EXERCISE RING**, for crawling through or for swinging up on, draws a hoot from Pedro, a chimp, who then gave it a thorough sniffing, licking and feeling.



**MADCAP QUARTET** of chimps tries a tree. Finding steel bars were flexible, they bounced on them, shot themselves across cage like arrows from a bow.

[CONTINUED ON PAGE 62](#)



Stands alone!  
first as a book...  
now as a motion picture!

STANLEY KRAMER Presents

# NOT AS A STRANGER



OLIVIA de HAVILLAND



ROBERT MITCHUM



FRANK SINATRA



GLORIA GRAHAME



BRODERICK CRAWFORD



CHARLES BICKFORD

with MYRON McCORMICK • LON CHANEY • JESSE WHITE • Written for the Screen by Edna and Edward Anhalt  
Based on the Novel by MORTON THOMPSON • Music by George Antheil • Released thru UNITED ARTISTS

Produced and Directed by  
**STANLEY KRAMER**

**Coming! – Watch for it at your favorite theatre!**





"You know the grade I need.  
Just be sure it's Quaker State!"

Our young friend may not be a lubrication expert, but she *does* know the two most important words on the subject—Quaker State! For more than half a century motorists have trusted Quaker State to produce only the finest lubricants made. Today's Quaker State Motor Oil is the finest yet—100% Pure Pennsylvania Grade Crude Oil refined and fortified in special, modern, exclusive Quaker State ways to be best for modern engines. Unsurpassed for complete lubrication, for engine protection, and for money-saving endurance!



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.  
Member Pennsylvania Grade Crude Oil Association



**GLUM GIBBONS**, ill with pneumonia, refused at first to respond to the sculpture. But after getting penicillin they were soon swinging all over it.



**FRISKY GORILLA** named Jim-Jim clambers on Keeper Tom Brun, leaning on mushroom shape which is scale that registers gorilla weight outside cage.



**New** easy thrifty way to "cream" your coffee!

# PREAM®

**100% DAIRY PRODUCT IN INSTANT POWDERED FORM**



**Rich and delicious!** Made entirely from fresh, sweet cream and other milk products. Nothing added!

**Never sours! Never "turns"!** When opened for regular use, Pream stays fresh tasting to the last spoonful. Keep handy in cupboard or refrigerator.

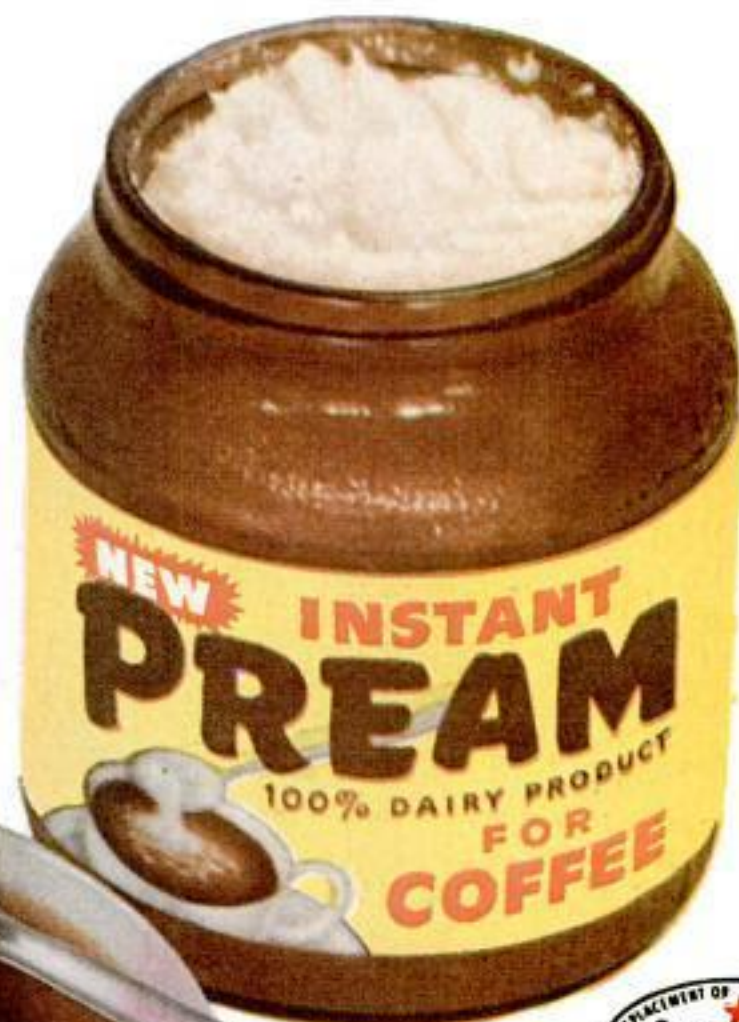
**So economical!** Costs about 1/3 less per serving than coffee cream!

**Less calories!** About half as many calories as if you used coffee cream.

**Instant dissolving!** Put Pream on top of your cup of hot coffee or tea. Stir and enjoy! Get Pream today!



Sally Ross, Pream Home Economist, says, "For easier ways to delicious dishes, mail coupon below for Pream Recipe Folder!"



**FOR RICHER, NO-COOK FROSTING.**  
Cream 3 tbs. butter. Blend in 3 cups sifted confectioners' sugar mixed with 1 tbs. Pream. Add, gradually, 3 tbs. hot water. Add 1 1/2 or 2 sqs. melted, unsweetened chocolate and 1/2 tsp. vanilla. Frosts and fills two 8- or 9-inch cake layers.



**FOR CREAM SAUCE THAT CAN'T LUMP.**  
Mix 4 tbs. Pream, 2 tbs. flour and 1/2 tsp. salt in saucepan. Add 1 cup water. Cook, stir till thickened. Add 1 tbs. butter or margarine. Makes 1 cup sauce.



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Discover how convenient Pream can be in *your* daily cooking. The new Pream Folder is just full of time- and temper-saving recipes. Get your Recipe Folder by filling in and mailing coupon today.

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Pream Test Kitchen, Box 959-A, Columbus 16, Ohio  
Please send me FREE Pream Recipe Folder.

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Pream is available also in the Dominion of Canada, Alaska, and Hawaii.





## FASHION

**BRIEF DRESSES** (*right*) which open to waist are in yellow corduroy (\$20) worn over two-piece bathing suit (\$15, both Greta Plattr) and in cotton (\$13) worn over print shorts (\$7, both Toni Owen).

**BABY STYLES** include a pinafore top and shorts with long-torso effect (*above, left*, Casino, \$16), a romper bathing suit and sunbonnet (Jack Horwitz, \$18) and a two-piece ruffled playsuit (Casino, \$20).



# QUAINTNESS UP-TO-DATE

Old-fashioned cottons with ruffles  
still leave skin bare for the beach

Although they are brief in size and brash in color, the newest beach clothes make the wearers look something like old-fashioned girls of some 80 summers back. These flouncy playsuits and bathing suits expose a considerable amount of skin but are demurely decorated with pinafore necklines, little girl skirts, ruffles and bustles and bows. One swimsuit with bloomer pants is made even quainter by a floppy sun-bonnet. Made of brightly colored cotton or gingham, the new styles look best on young, long-legged girls.



**BLOOMER SUITS** are of striped cotton (*above*, Sportswirl, \$8), in heavier versions for swimming of checked puckered cotton (Jonathan Logan, \$11) and of cotton satin without straps (Jantzen, \$15).



**RUFFLED ROMPER** is of checked cotton (*right*, Catalina, \$10) for swimming. This summer's new hair-by-the-yard can be worn in a trailing ponytail, wrapped in a knot or tucked under a big straw hat.





Make a change  
for the better!

# Paul Jones

FRANKFORT DISTILLERS CO., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS.

English-type gin at a really popular price

## Paul Jones *Distilled London Dry* GIN

Made in U.S.A. from a famous Old English formula

GIN 90 PROOF. DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS



BUY IT  
TRY IT  
for better  
summer  
drinks



# THE GIMP IS BACK, STILL ROUGH ON RUTH



IN 1938 MOE SNYDER SAT IN JAIL AFTER THE SHOOTING



THE GIMP (JAMES CAGNEY) SMASHES RUTH ETTING (DORIS DAY) IN FACE FOR IMAGINED INGRATITUDE AFTER MAKING HER INTO A REIGNING STAR OF THE '20S



SHOT BY THE GIMP, Myrl Alderman is comforted in hospital by Ruth and her ex-husband Snyder's daughter (left). Ruth married Alderman during Gimp's trial.

## Etting-Snyder story makes a fine, offbeat musical

The least likely subject for a movie musical to be tried in a long time is the rather unsavory romantic story of Singer Ruth Etting and Moe the Gimp. But M-G-M has made *Love Me Or Leave Me* into a fine, untypical musical by sticking pretty faithfully to that story.

Ruth Etting was a chorus girl back in the 1920s when Martin Snyder, an irascible Chicago cripple known as Moe the Gimp, pushed her to fame, marrying her along the way. But though he worshiped her, she divorced him. Madly jealous, he shot her piano player (*LIFE*, Oct. 31, 1938) whom she later married. Doris Day, as Ruth, does well in an unusual role, particularly with such Etting favorites as *Ten Cents a Dance*, *Mean to Me* and the title song. But the film's biggest boost comes from Jimmy Cagney who makes the Gimp into a ruthless yet understandable villain and achieves the greatest success so far in his movie comeback (see p. 70).





ARE YOU REALLY LOVELY TO LOVE?

## Is there an air of freshness about you... always?

A sweet, appealing air of freshness... is yours, always... when you use Fresh Cream Deodorant.

Fresh keeps you free from embarrassing underarm odor and stains. Underarms are *dry*! For Fresh contains the most highly effective perspiration-checking ingredient now known to science.

When you open the Fresh jar you'll

discover... its delicate fragrance... its whiteness, its whipped cream smoothness. Not a trace of stickiness. Not a trace of greasiness. Gentle to skin, too.

For an air of freshness use Fresh Cream Deodorant every day—be sure you are lovely to love, always.

*Fresh* is a registered trademark of Pharma-Craft Corporation. Also manufactured and distributed in Canada.

a *Fresh* girl is always lovely to love



**REAL-LIFE RUTH** in 1947 tried nightclub comeback at New York's Copacabana with husband Myrl Alderman as accompanist. Although the critics still loved her, the comeback did not click. She has sung infrequently since.



**MOVIE RUTH** sings with Cameron Mitchell as Alderman. The Aldermans are living in Florida. Snyder, whose conviction was reversed after a year in jail, is in Chicago. All three were paid by studio for rights to their story.

CONTINUED ON PAGE 70





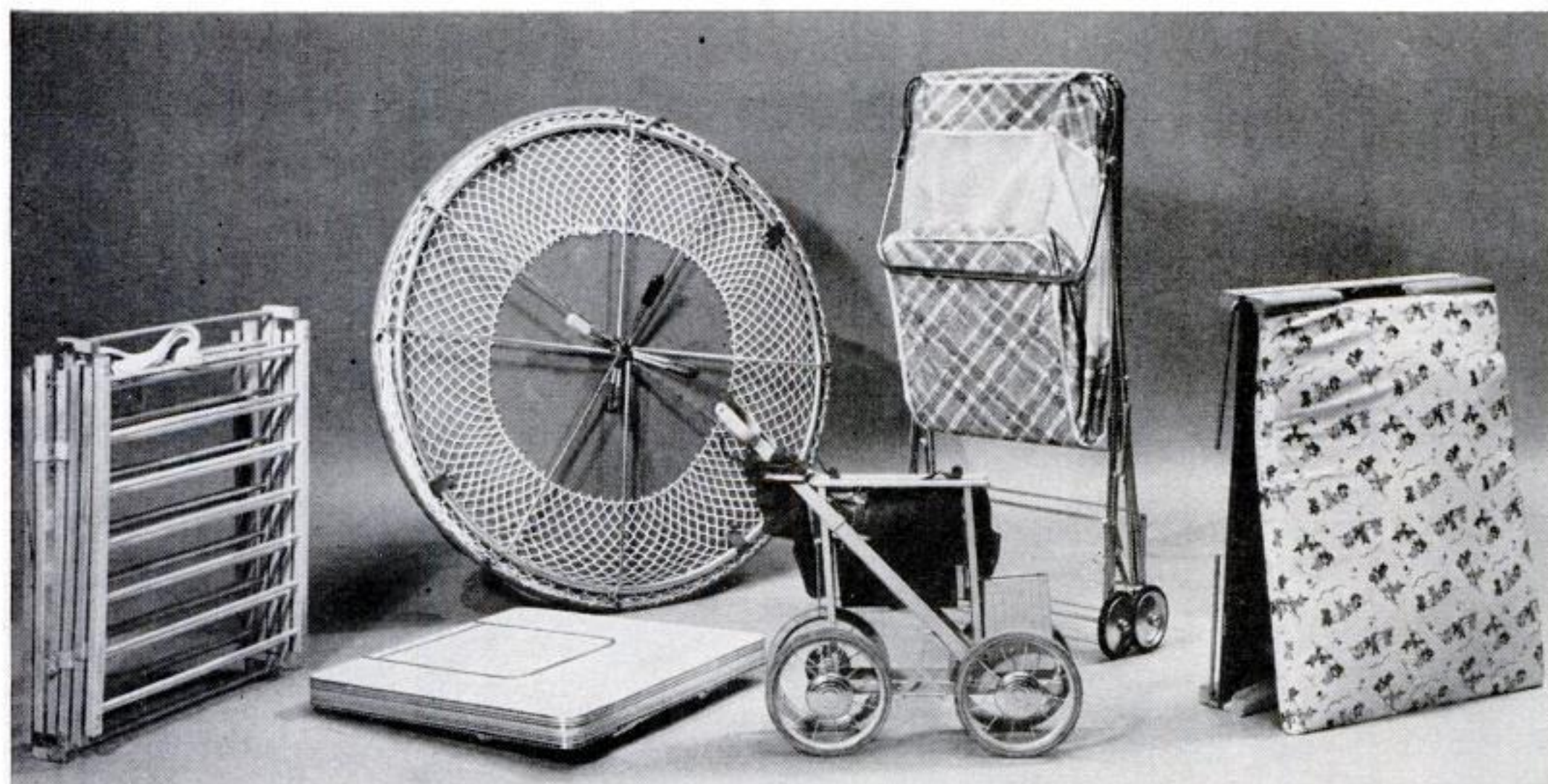
NEW PLAYPEN WITH METAL LEGS, NYLON-DACRON NET SIDES, WEIGHS 17 POUNDS, FOLDS FOR TRAVEL, COSTS \$28

## FOLD-AWAY BABY GEAR

Most women feel that nothing takes up more room in a home than a baby unless it is a husband and he can be dealt with. One way to deal with a baby in small quarters is to buy the new equipment which makes it possible to fold up everything but the baby.

During the past two years cribs, carriages and

eating tables that tuck away have been made lighter, sturdier, more compact, much easier to carry and to open and close. Brand-new additions are the playpen above and a baby bath to attach to a washbasin (next page). Not only is this equipment practical at home but it makes travel with the baby far easier.



**COLLAPSIBLE EQUIPMENT** for baby includes, from left: Kel-Art's Carry Crib to use on any bed, \$15; Thayer's feeding table which has folded seat in top, \$25; Tigrett's

folded playpen (shown open at top of page); Columbia Tuk-A-Way stroller with shopping bag, \$17; Pram-Crib at back and Baby-Pullman (right), both shown on next page.

CONTINUED ON NEXT PAGE



When minutes count  
—you'll be glad it's a  
**WESTCLOX**



**JUDGE:** Westclox finest! Water, dust, shock resistant. Stainless steel back. Non-breakable crystal. Sweep hand. Anti-magnetic. Year's Guarantee. Luminous dial, \$12.95.

**TROY:** Small, graceful, yet sturdy watch. Gold-colored case. Stainless steel back. Sweep second hand. Anti-magnetic. Non-breakable crystal. Year's Guarantee. \$9.95.



**KIM:** As dependable as it is handsome. Sweep second hand. Chrome finish front case with stainless steel back. Non-breakable crystal. Anti-magnetic. Year's Guarantee. \$8.95.

**ROCKET:** Shock resistant. Chrome finish front case. Stainless steel back. Sweep hand. Non-breakable crystal. Anti-magnetic. Year's Guarantee. Plain dial, \$6.95. Luminous, \$7.95.



**POCKET BEN:** "Champion of pocket watches." Thin but rugged. Non-breakable crystal. Anti-magnetic. Rust resistant hair spring. Plain dial, \$3.75. Luminous dial, \$4.75.

Prices do not include tax and are subject to change

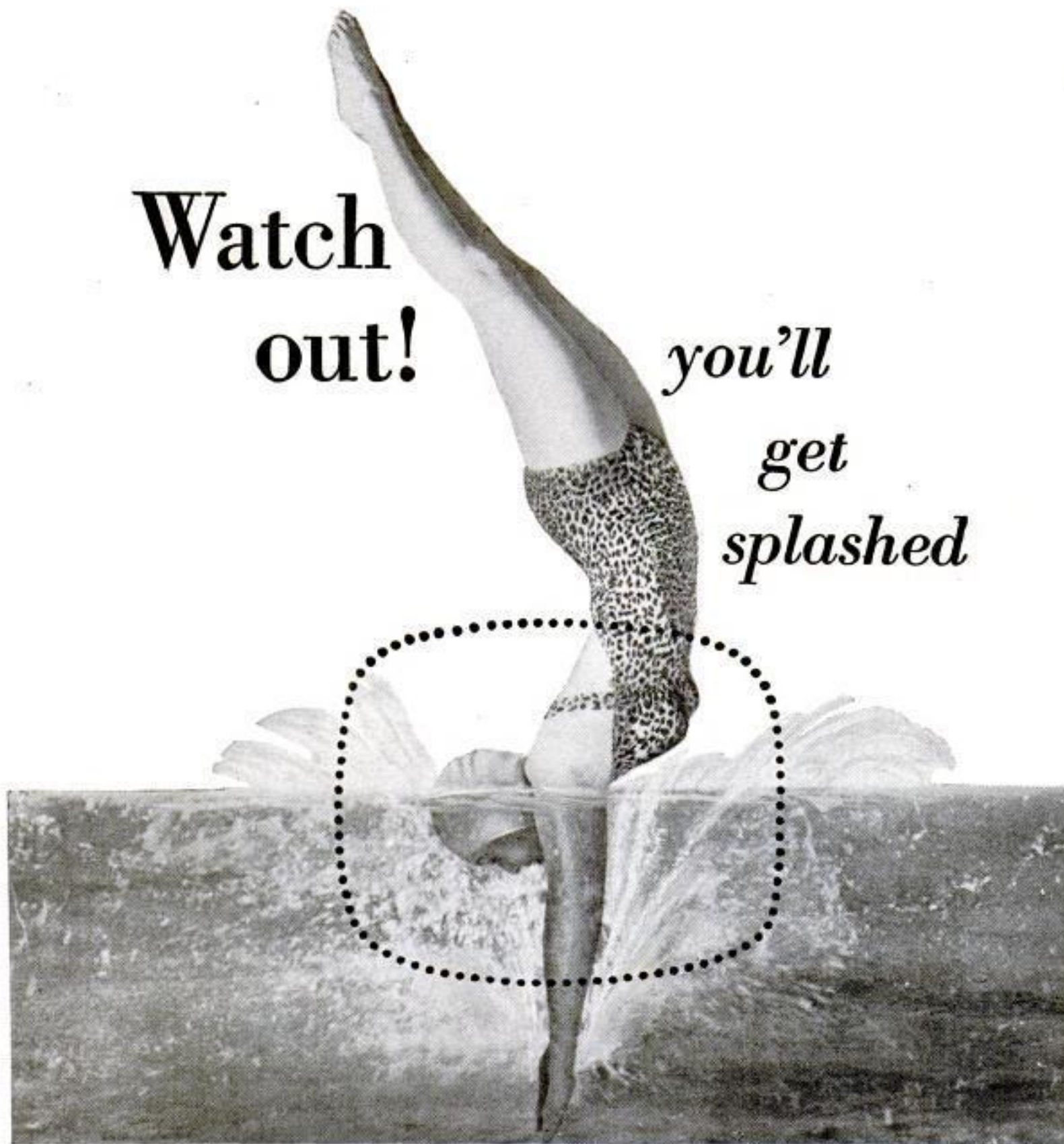
**WESTCLOX**  
Watches

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Products of **GT** Corporation  
GENERAL TIME



Watch  
out! you'll  
get  
splashed



*So real, so alive, so vital is the image you get  
on the new RCA picture tubes, you'd honestly  
think the performers were in the room with you.  
That's what we mean when we say  
RCA Picture Tubes have*

# Picture Snap

"Picture Snap" quality can be yours, too, even with your present TV set. For when your local TV service technician says, "Your set needs a new picture tube"—that's your opportunity to specify a new RCA Picture Tube with famous "Picture Snap."

There's an RCA Picture Tube made to fit virtually every set on the market, no matter the make or vintage. And RCA's line of tubes includes "Advanced Technique" Aluminized Picture Tubes—tubes that bring present-day brightness even to many of the older TV receivers. So—



The Picture Tube is The Eye of Your Set

Be sure to ask your TV technician for your RCA Picture Tube Warranty Card—all RCA Picture Tubes are warranted for 1 full year from date of installation.



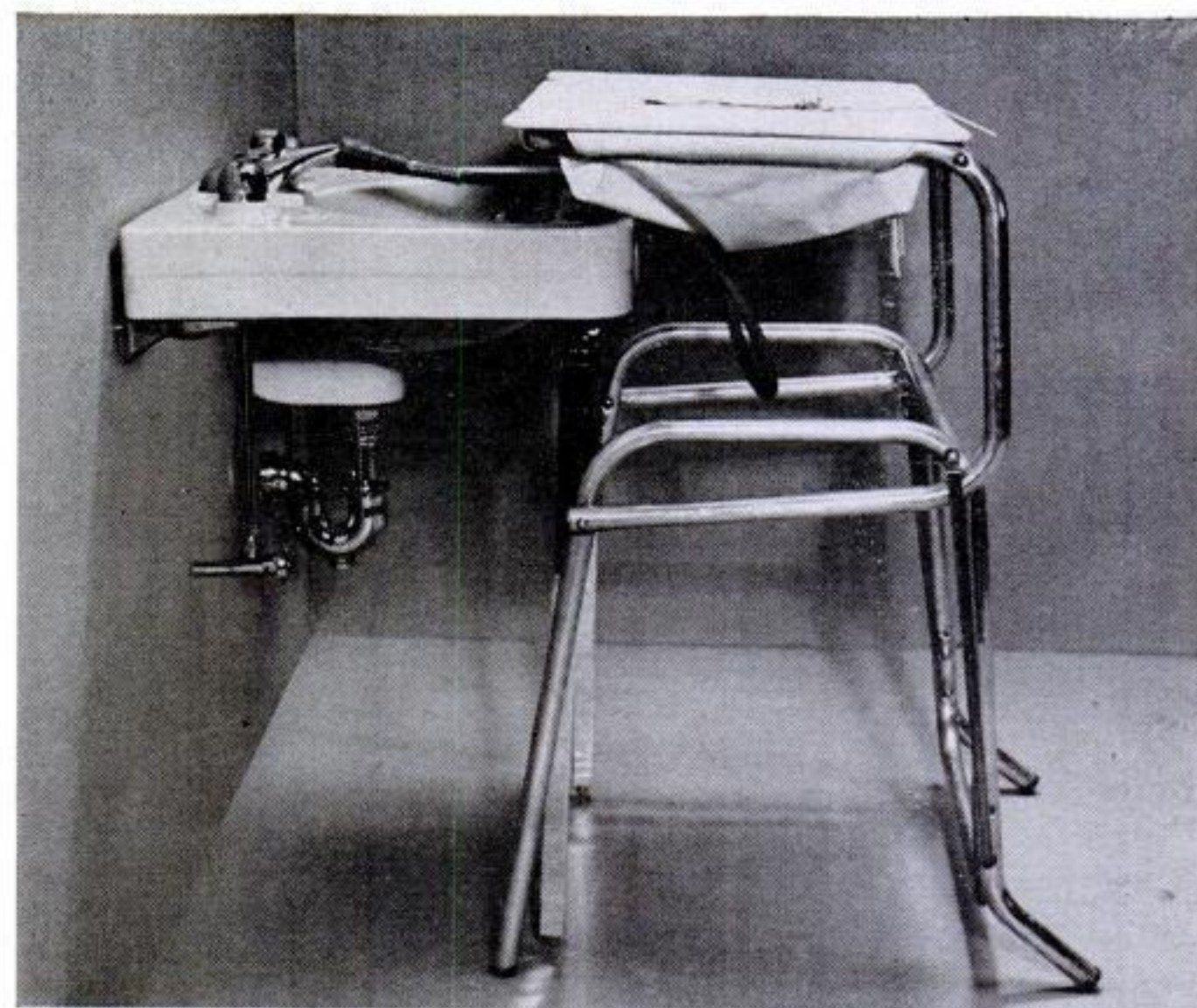
**RADIO CORPORATION  
of AMERICA**  
TUBE DIVISION HARRISON, N. J.

when your set needs a new tube, insist on an

**RCA PICTURE TUBE  
FOR PERFECT TELEVISION**

See Caesar's Hour, Monday, June 20, and Producers' Showcase, Monday, June 27, on NBC Television

## FOLD-AWAY BABY GEAR CONTINUED



**BABY BATH** which fits on most washbasins is made of aluminum tubing with plastic tub. It folds up under basin. By Fold-O-Bath, it costs about \$22.



**BABY-PULLMAN** can be used in back seat as a crib or opened up as shown here to make a play area. Built by Stacy, it weighs 23 pounds, costs about \$15.



**PERAMBULATING CRIB** by Thayer (\$25) folds up compactly with the mattress inside, weighs only 15 pounds. It can be used as bed or carriage.





Jimmy Bryan, named America's champion driver for 1954 by the American Automobile Association, poses with his new Buick Century.

# "Get Quick Action From Your Car In Any Situation With 5-Rib Champion Spark Plugs... I DO!"

says

*Jim Bryan*

1954



DRIVING CHAMPION

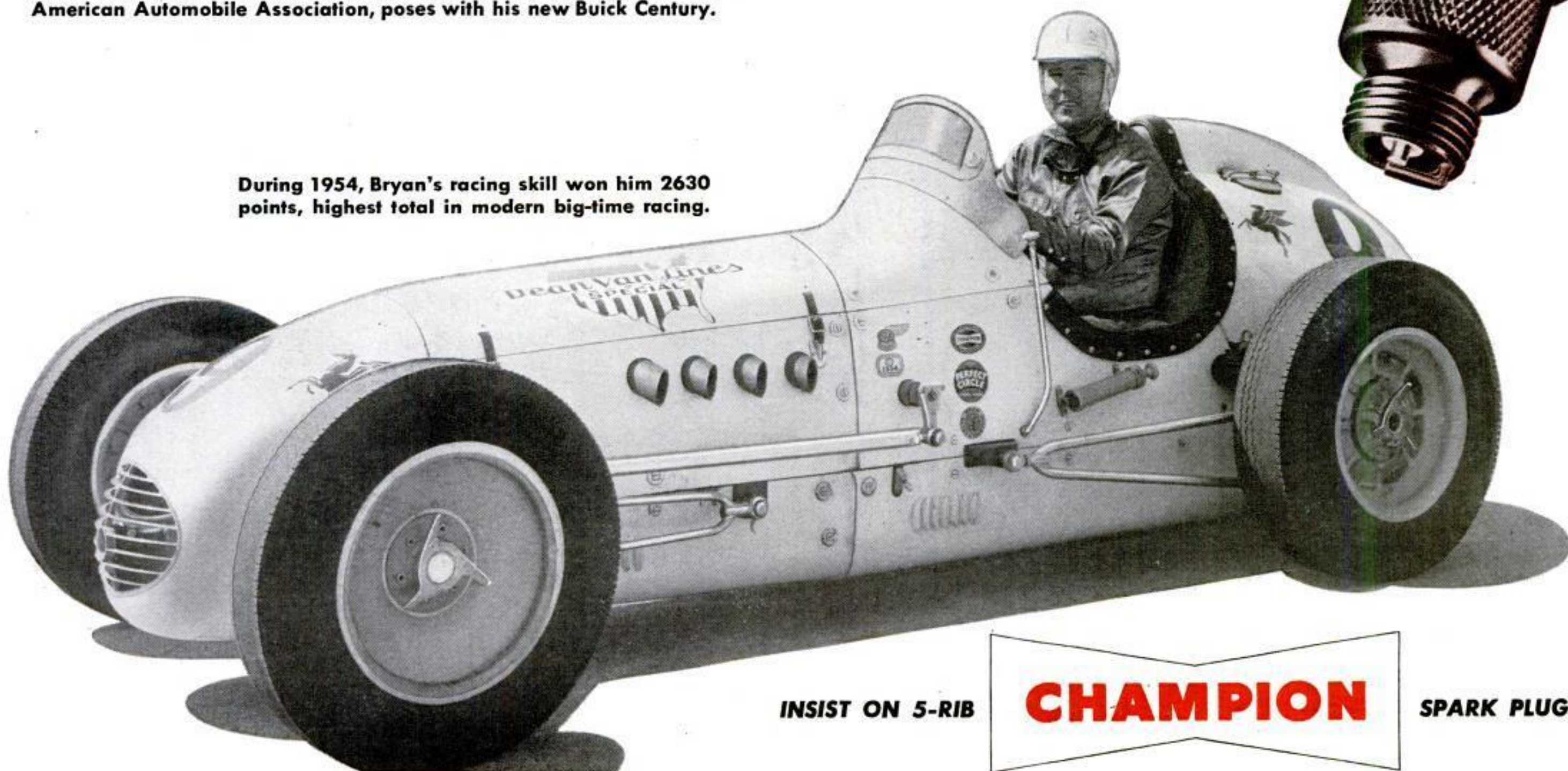
In the Air Corps and in big-time racing Jimmy Bryan has had vast experience in every phase of engine performance. He knows that no engine is better than its spark plugs. Bryan says: "Track or traffic—you're the top man when your car does what you want it to do. I've used Champions under the toughest conditions and I know that their full-firing, sharp, hot spark gets the most out of modern gasoline and makes any engine a better engine. Whatever I'm driving, I feel a lot safer with Champions under the hood and I'm sure you will, too, because a Champion-equipped engine responds instantly in any emergency."

Right now is a good time to get acquainted with Champion Spark Plugs. Champion's patented five-rib insulator discourages flashover, keeps the spark inside the cylinder for full power.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



During 1954, Bryan's racing skill won him 2630 points, highest total in modern big-time racing.



INSIST ON 5-RIB

**CHAMPION**

SPARK PLUGS



# Don't miss the SQUIBB VACATION SPECIAL!

Step aboard at your drugstore for these top quality Squibb products and MONEY-SAVING SPECIAL VALUES!

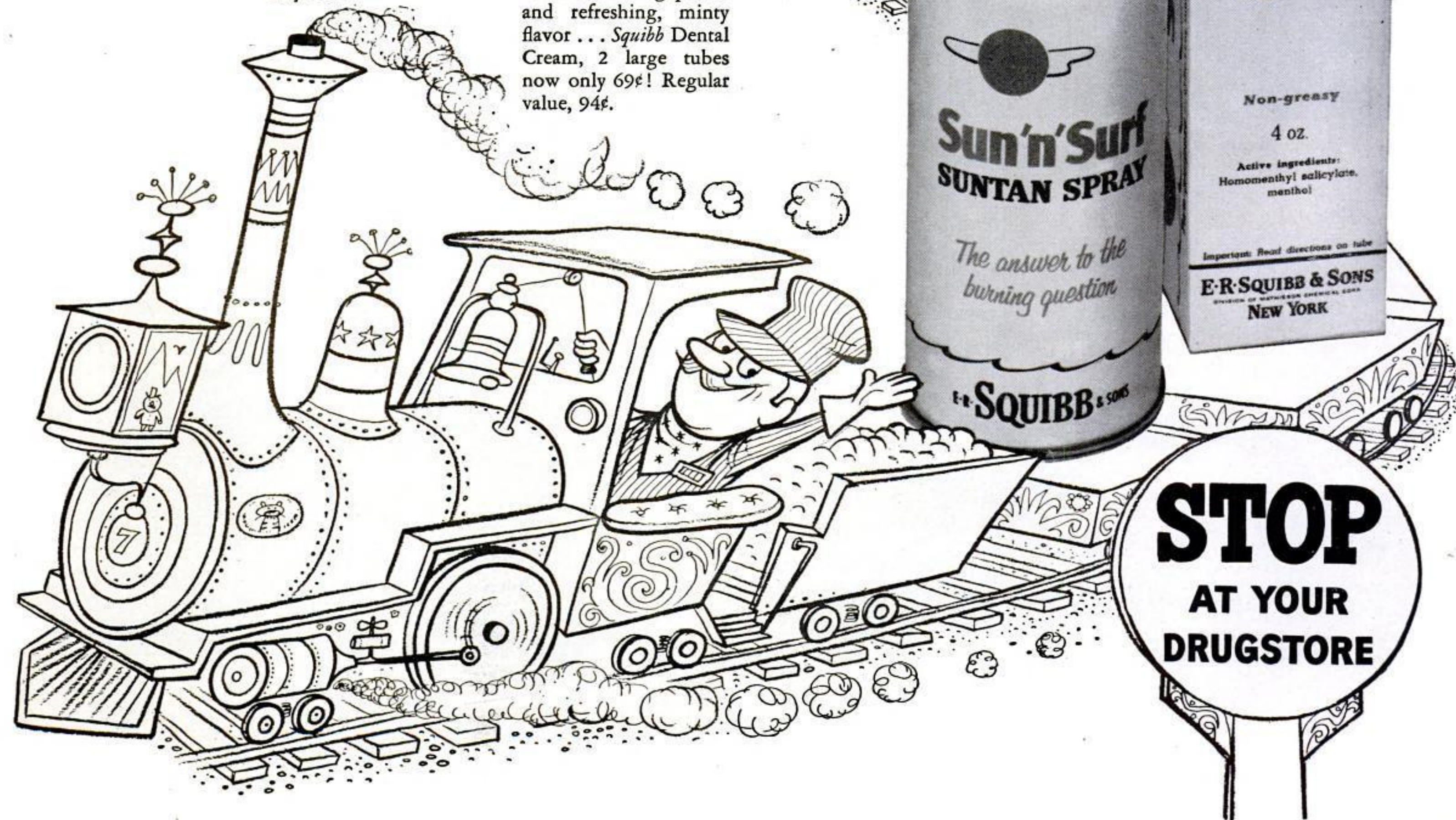
SUN 'N' SURF Squibb's wonderful answer to the burning question, comes in the handy spray-on container or as a DOUBLE-ACTION cream that PROTECTS before or SOOTHES after exposure to sun. Only 98¢\* the 4-oz. tube, \$1.50\* in the 6-oz. spray-on container.

\*Plus tax

Famous "1600" ANGLE Toothbrush, bent like your dentist's mirror, helps you brush BACK teeth better, where FOUR CAVITIES OUT OF FIVE occur! Adult size, 69¢ ... Junior size, only 39¢!

NON-FATTENING LIQUID SWEETENER ... SWEETA, in the handy, squeeze-a-drop plastic bottle. The ideal sweetener for iced tea or coffee. Sweet as 432 lumps of sugar... only 69¢.

SAVE 25¢ on the dental cream with outstanding acid-neutralizing power and refreshing, minty flavor ... Squibb Dental Cream, 2 large tubes now only 69¢! Regular value, 94¢.



**STOP**  
AT YOUR  
DRUGSTORE





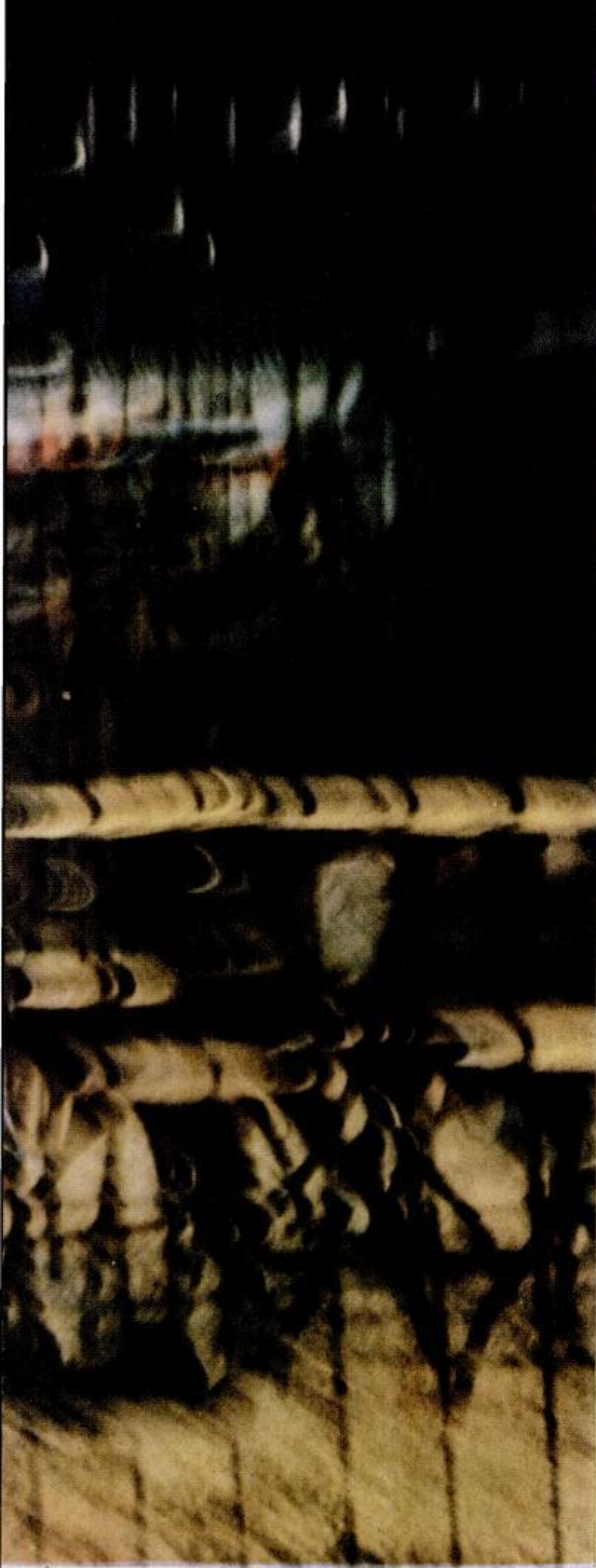






# Savage Beasts

## Tamed and Trained



**LEAPING LION** hurdles fence in a blur of movement as the trainer, Paul Fritz, fires his gun and seven other lions in cage wait to follow the leader.



**COMIC ELEPHANTS** dressed up for production number as cops, do sit-ups for Trainer Otto Schmitt (left). Clown Gene Lewis burlesques ballet dancers.

**ACROBATIC TIGERS**, most dangerous of show animals, form pyramid for Trainer Trevor Bale. Once when the lights failed several beasts attacked him.

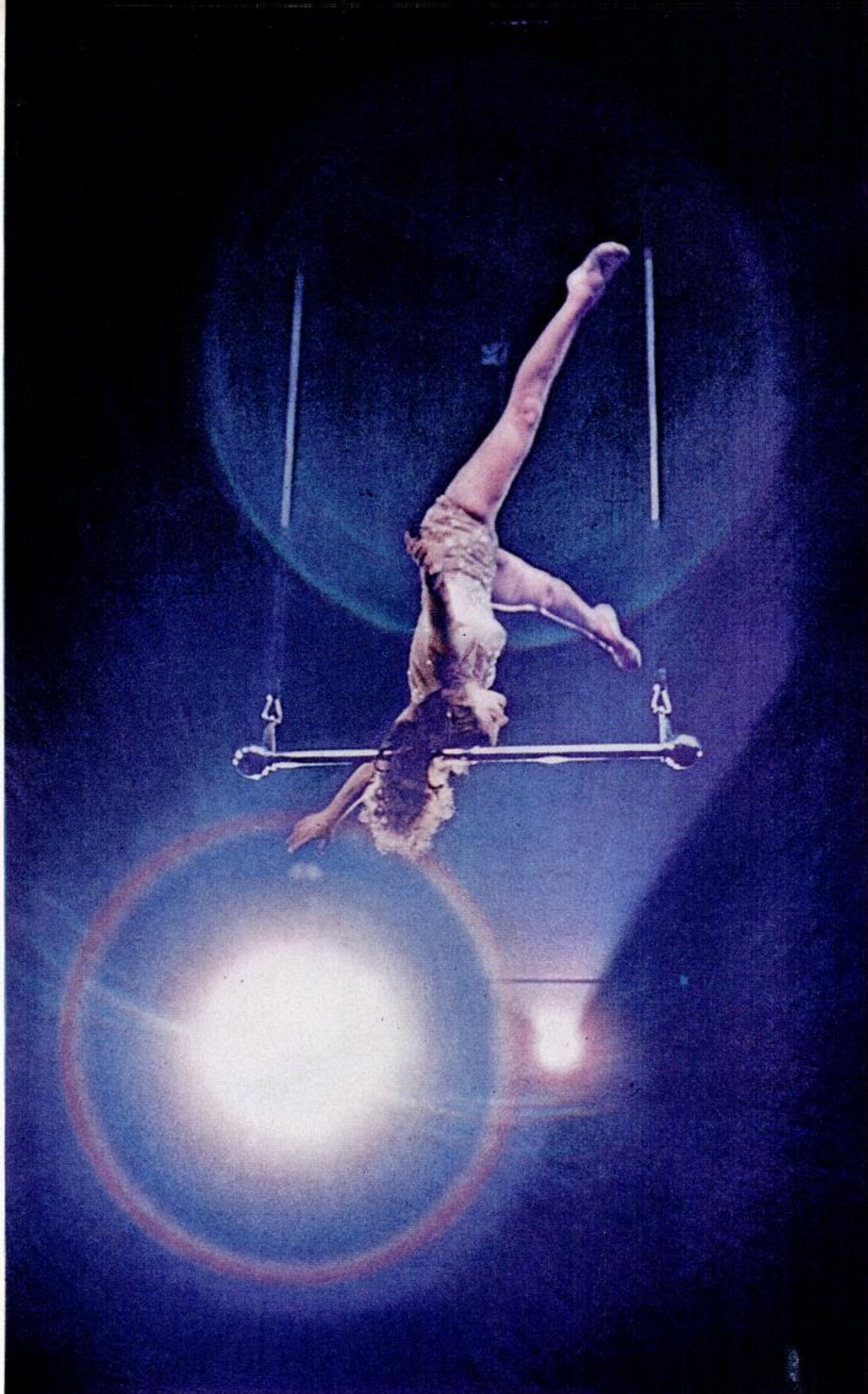




# Death-defying Damsels



**HIGH WIRE QUEEN** Josephine Berosini lies flat on her back on taut wire 50 feet above ring, holding a pole to help her maintain her equilibrium.



**BALANCING BEAUTY,** Pinito del Oro, 25, does headstand on narrow bar of a high trapeze, with no support from her arms, her legs waving recklessly.



**TRAPEZE STAR,** Mara, topples backward on bar, catching herself by bare heels. In 1953 Mara fell 45 feet, was told that she would never walk again.





**AERIAL BALLET**, flashiest number in the circus, presents 34 girl acrobats performing on ropes called "webs," while the band plays *On Honolulu Bay*. Each

girl has assistant below who manipulates the webs as girls in unison pirouette in the air. Pink palm trees are installed below to carry out the Hawaiian theme.

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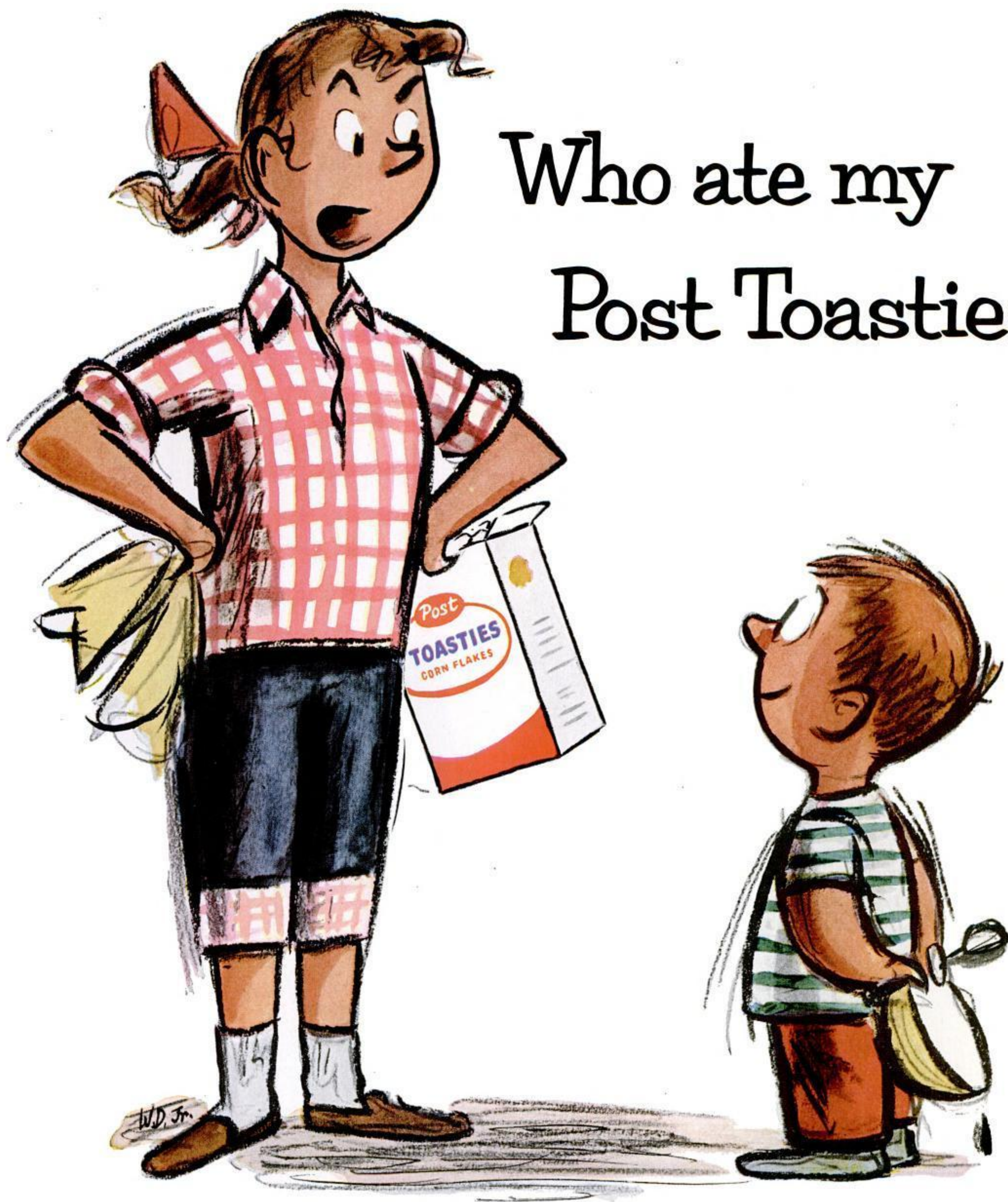


**KING OF HAND-BALANCERS,** Alfred Burton Jr., is photographed from above in center ring. Balancing for ten minutes on one hand atop a 15-foot platform, he

catches wooden blocks his father throws up to him. With other hand he stacks them beneath him, going up and up as the blocks form a higher, shakier stack.



# Who ate my Post Toasties?



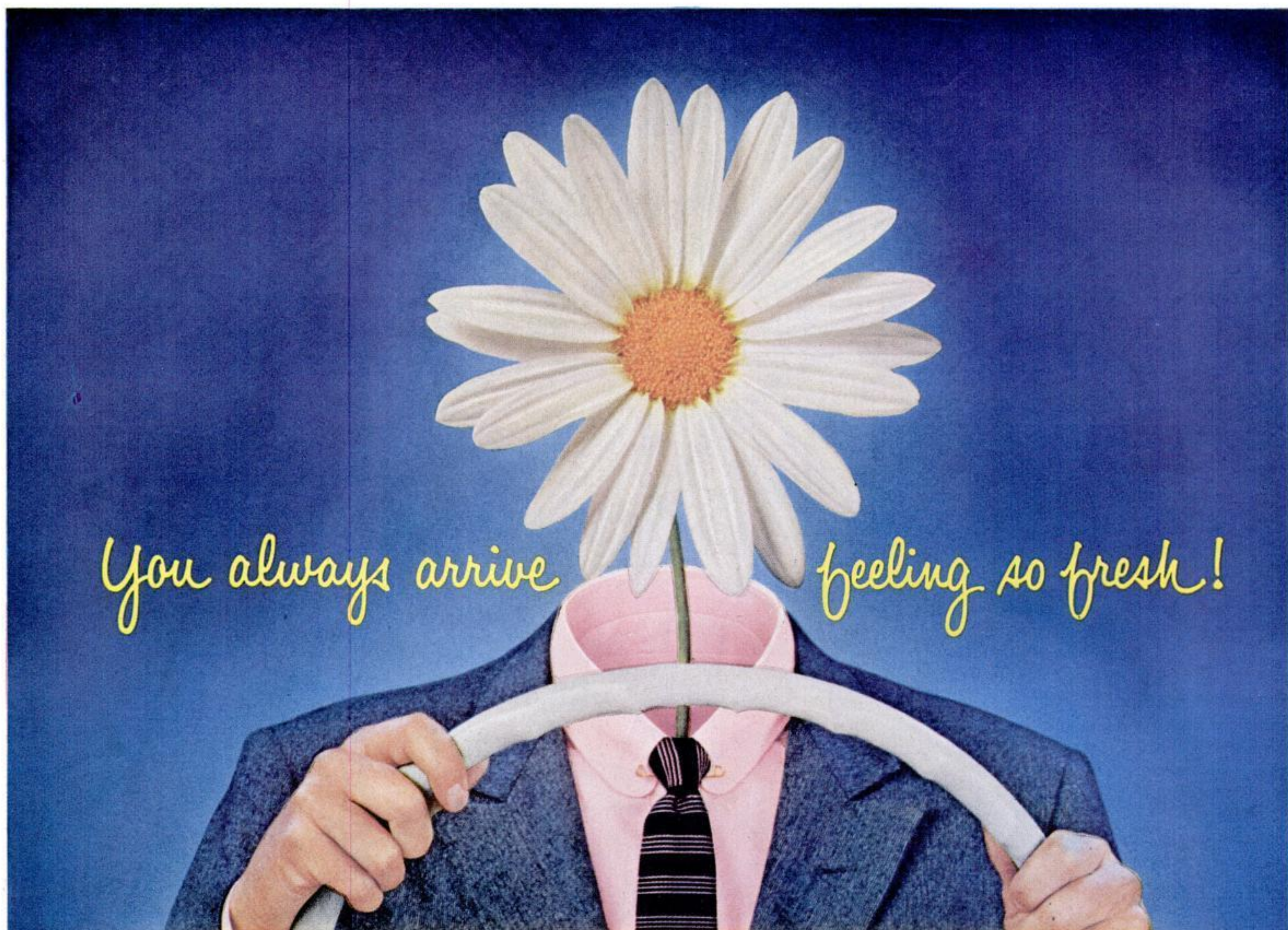
Oh, brother! Even Sister's seniority has no special privileges where Post Toasties are concerned! And once they're gone — it's no use, Mom, trying to save the day with other corn flakes.

Only Post Toasties have that crinkly crispness, that golden flavor. Better send Junior to the store to get some more.

For goodness sake — get **Post Toasties!**

A Product of General Foods



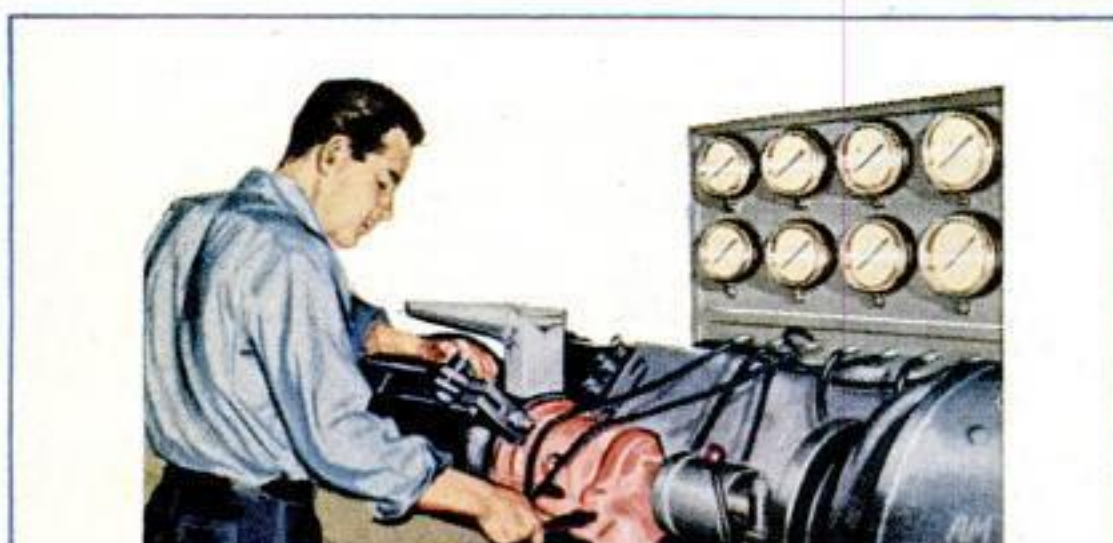


*You always arrive feeling so fresh!*

# B-W AUTOMATIC TRANSMISSIONS

DESIGNED

*(Helping two million car owners relax as they ride!)*



Each one tested at highway speeds! Every B-W Automatic Transmission is "driven" under high power in special machines to double-check smoothness, quiet and split-second shifting under all conditions. Such pre-testing is one of the many guarantees of fine performance in B-W Automatic Transmissions. These drives are made for both cars and light trucks.

Almost every American benefits every day  
from the 185 products made by

92% of the usual work of driving is eliminated with these B-W Automatic Transmissions. That in itself could be refreshing enough. But there's lots more to the story!

For instance, there's the exhilarating lift when you nudge the gas pedal. So smoothly does one speed range merge with the next that you enjoy a single, unbroken surge of power. Your ear can't even detect the shifting operation, it's so hush-hush.

And because B-W automatics reduce engine revolutions 15%, they cut down those fatiguing vibrations. Driving is made easier

on you—and on the car and the fuel, too.

On hills, the going is easier with a B-W Automatic Transmission. It gives unlabored climbing . . . safe, sure descents, with full braking from the engine. Rocking out of mud or snow is simple. And there's no excessive heating to make you uncomfortable.

For a new life of driving ease, get a B-W Automatic Transmission in your next car. These advanced drives reflect 22 years of engineering research and development by Borg-Warner, whose aim in everything is to "design it better—make it better."

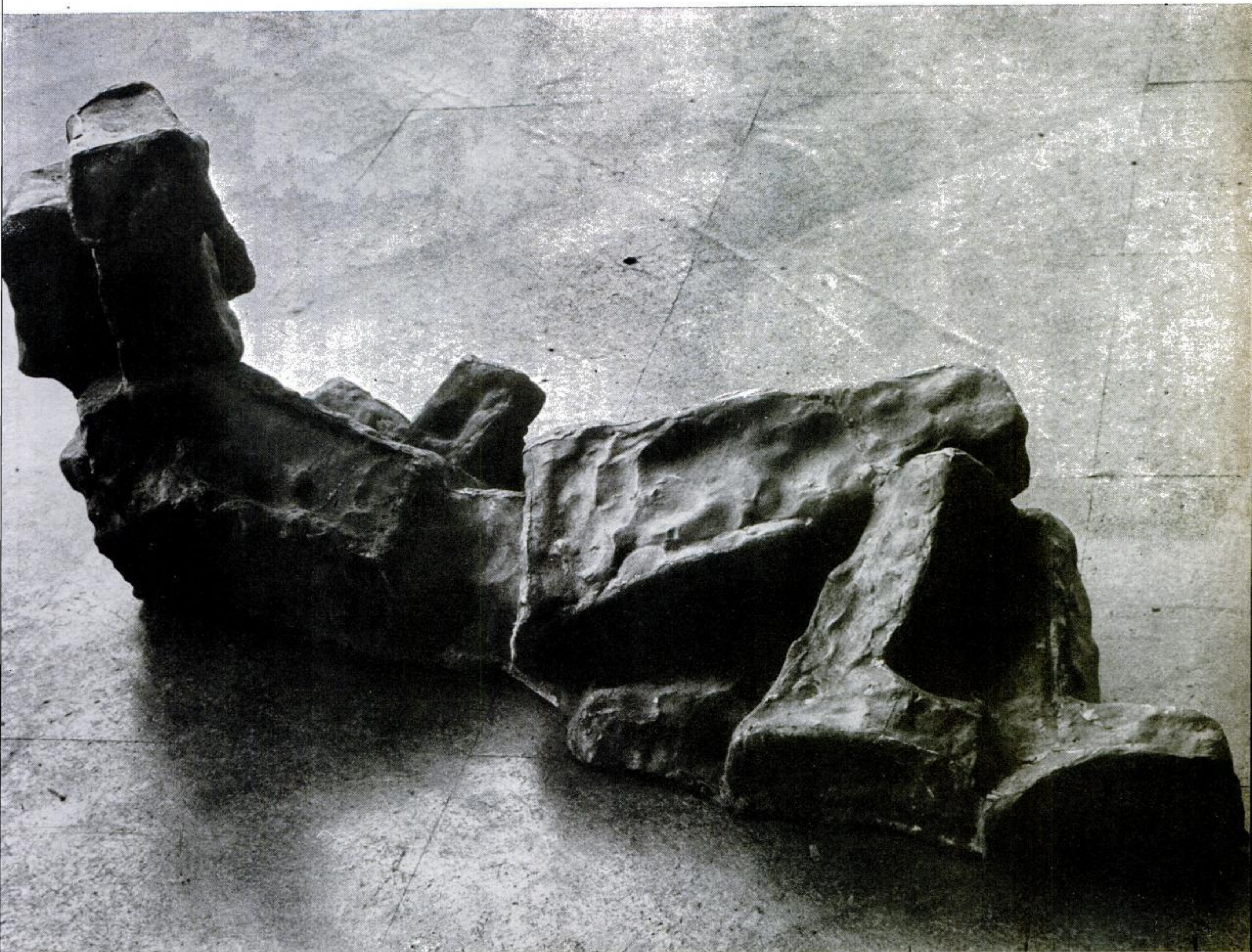


## BORG-WARNER

AMERICA'S FOREMOST MAKER OF TRANSMISSIONS:  
STANDARD, OVERDRIVE, AND AUTOMATIC



# SCULPTOR'S STONE AGE MEN



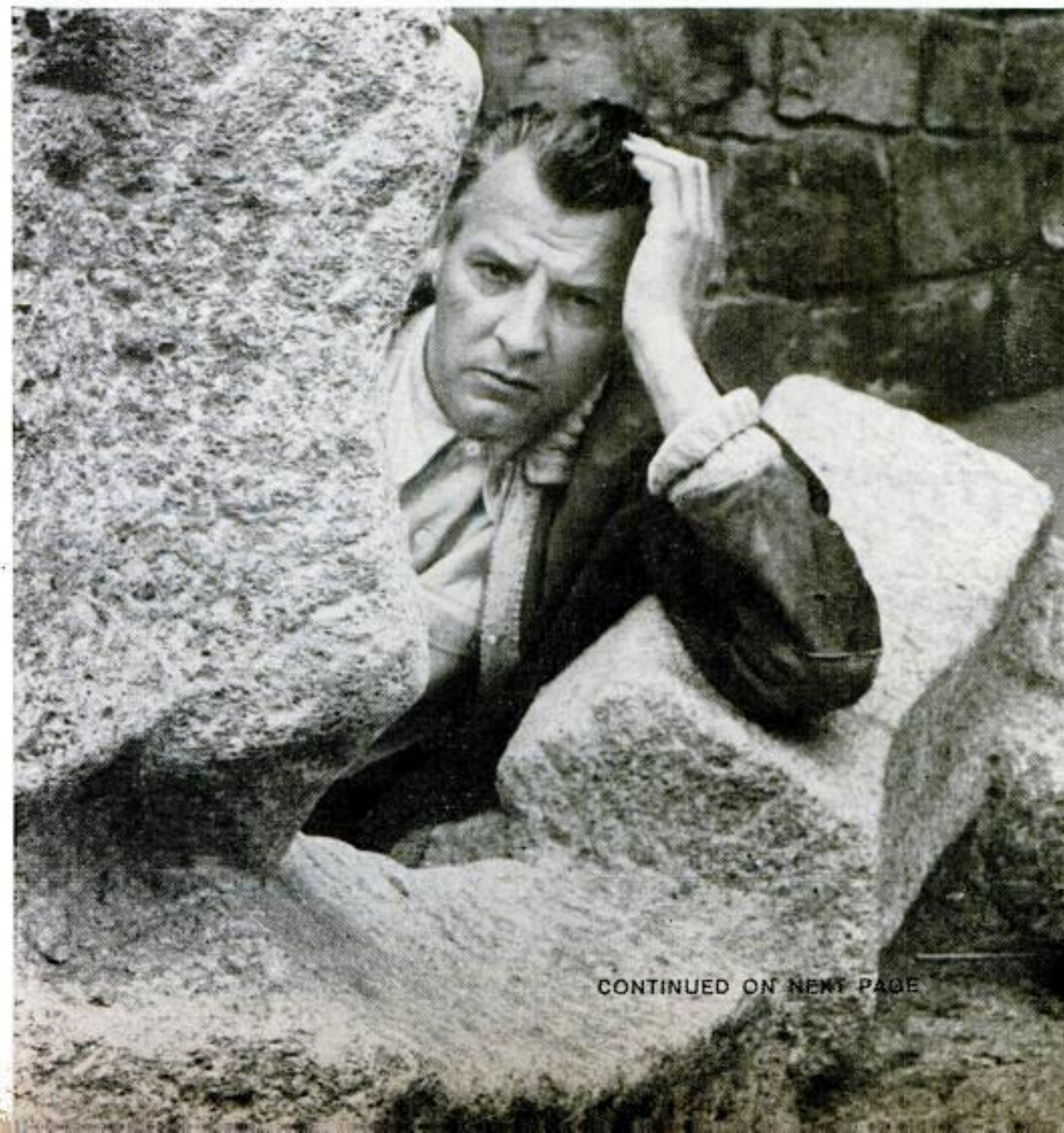
RECLINING FIGURE, SUGGESTING LOOSELY PILED SLABS OF STONE, IS ACTUALLY MADE OF BRONZE. MONUMENTAL IN APPEARANCE, IT IS ONLY 16 INCHES LONG

## AN AUSTRIAN'S MASSIVE WORK STARTS ON TOUR OF THE U.S.

This summer Americans are getting their first glimpse of a strange race of sculptured men who appear to have been left over from the Stone Age. Brought together in a show by the Boston Institute of Contemporary Art, they are the rugged, powerful work of an Austrian sculptor named Fritz Wotruba, one of the most impressive artists to appear since the war.

Wotruba, who is 48, took long years evolving his slablike sculptures. Born into a poor tailor's family in Vienna, he went to work at the age of 14 as a metal grinder and engraver. But he spent his nights studying drawing and in 1925 he took up sculpture. Within a few years Wotruba was carving beautifully refined torsos that recall the marble sculptures of ancient Greece (*p. 88*). In 1939, to escape the Nazis, Wotruba went into exile in Switzerland. By the time he returned to Austria in 1945 he had already developed his primitive approach to the human figure. Reclining, seated or standing, his sculptures have the massive simplicity of prehistoric monuments, their hulking, faceless forms assuming the lonely dignity of ancient idols. Some 300 tons of them are now included in the U.S. tour which will take in a half dozen cities during the next year.

WOTRUBA RECLINES ON ONE OF HIS RECLINING FIGURES →



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# No more tears

from "soap in the eyes"



**WON'T BURN**  
or **IRRITATE** eyes!

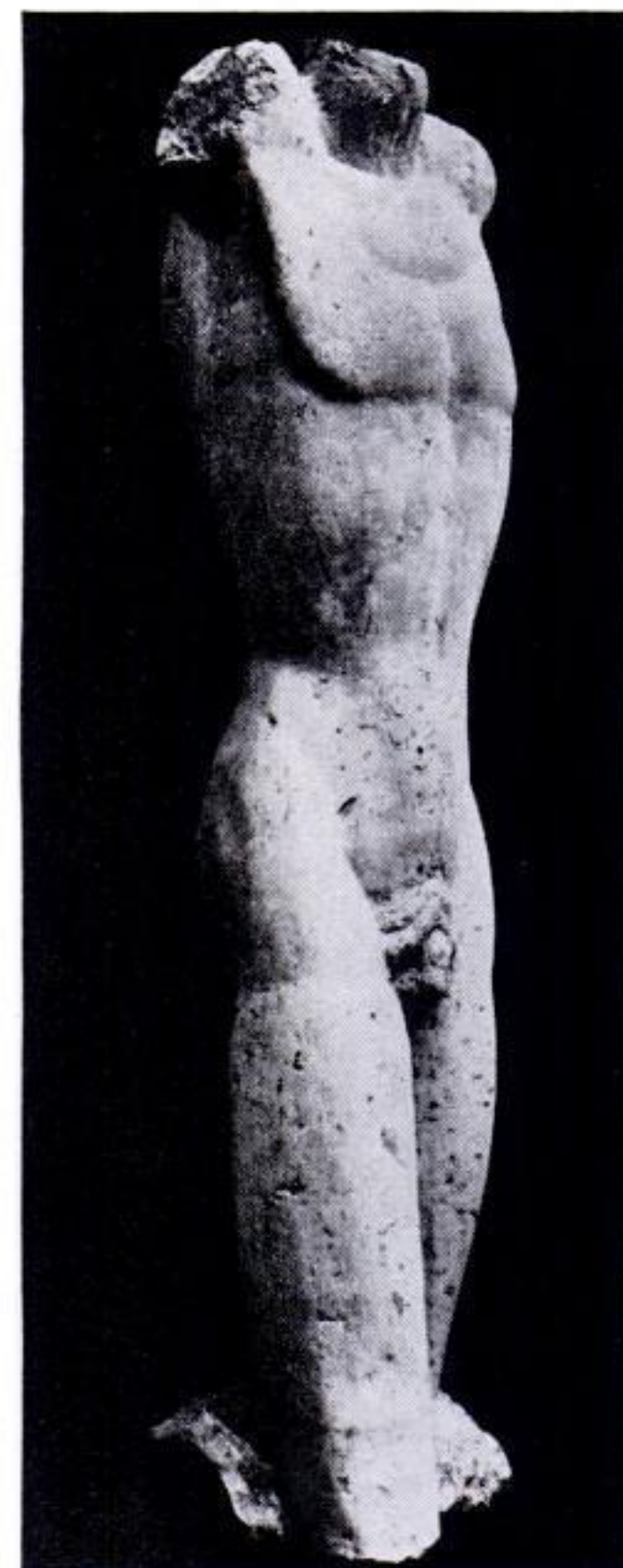
- Leaves hair shining, easy to comb
- Pure, gentle, safe
- Wonderful for all the family

STONE AGE MEN CONTINUED

## FROM PAST TO PRIMEVAL



**CLASSIC STYLE** of the artist's early work appears in a 1930 torso (right) resembling masterfully modeled Greek statue (left) of antiquity.



**PRIMITIVE STYLE** of recent work is conveyed by chunky, blocklike forms of bronze *Walking Man* (foreground) and stone *Striding Figure* (left).

[CONTINUED ON PAGE 90](#)



# Protect Your Sight...with Softened Light!

## New Westinghouse EYE SAVING Bulbs

reduce eye fatigue, headaches by reducing reflected glare. Read how—

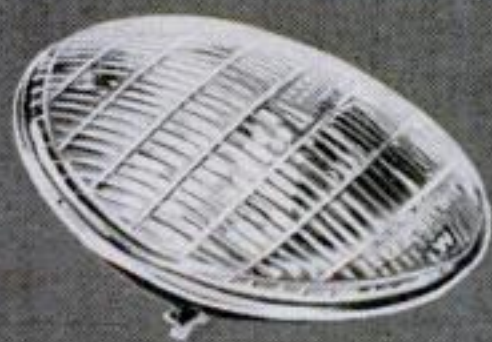


Ordinary bulb's "glare" spot (left) reflects harsh light from shiny objects. May cause headaches. BUT—special coating in Eye Saving bulbs (right) spreads same amount of light evenly over whole bulb. No more "glare" spot. Close-work easier.

Ask your dealer for Westinghouse Eye Saving bulbs. Use them everywhere for greater See-Ability.

Betty Furness, Westinghouse TV star, protects her sight with Eye Saving bulbs . . . uses them everywhere in her home.

Wherever you use light, use Westinghouse



**SAFE-T-BEAM HEADLAMPS . . .**  
Get a pair today . . . drive safer tonight. Exclusive Westinghouse 2-beam Glare Shield gives best See-ability in fog, rain, snow.



**PHOTO FLASH BULBS . . .** Hard-to-get pictures become easy snaps with Guaranteed Westinghouse flash bulbs. They flash every time . . . or new bulb free. Get them today.



**FLUORESCENTS . . .** Long-lasting (average life at 6 hours per start now 9400 hours) . . . bright end to end...matched for color. For homes, stores, offices and industry.

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**Westinghouse**



Tune in TV's Top Dramatic Shows . . .  
Westinghouse Studio One  
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Up-to-the-minute know-how on modern home freezing by an outstanding authority. Tells you the quick, economical way to prepare, package and freeze meats, poultry, dairy products, fish, vegetables, leftovers, salads, fruits, baked goods, candy and ice cream. Four volumes—only 25¢ each with a coupon from any package of Kordite Freezer and Refrigerator Supplies.

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**FREZE CONTAINERS**

Absolutely unbreakable flexible containers in pint to ½ gallon sizes. Translucent, reusable, tasteless, odorless, with a seal-tight cover.

- **FREZE BOXES**
- **PLASTIC WRAP**
- **FREZE WRAP**
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**NEW**  
ADJUSTABLE HEAD  
**Kordibroom**  
**3 BROOMS-IN-ONE**

Sweeping Broom • Dust Broom • Push Broom



**Extra Strong PLASTIC CLOTHESLINE**

Wipes clean with a damp cloth. Withstands all weather... will not rot, rust, crack, stick or freeze.



**KORDITE GARMENT BAGS**

Transparent plastic bags for year around protection of suits, coats, dresses, blankets and sweaters.

**KORDITE CORP., Macedon, New York**



TWO STYLES are merged in female figure which Wotruba did in 1946. Though featureless and roughhewn, it retains graceful contours of classic art.





COPR. 1955, CARNATION CO.

## *"My doctor recommended Carnation"*

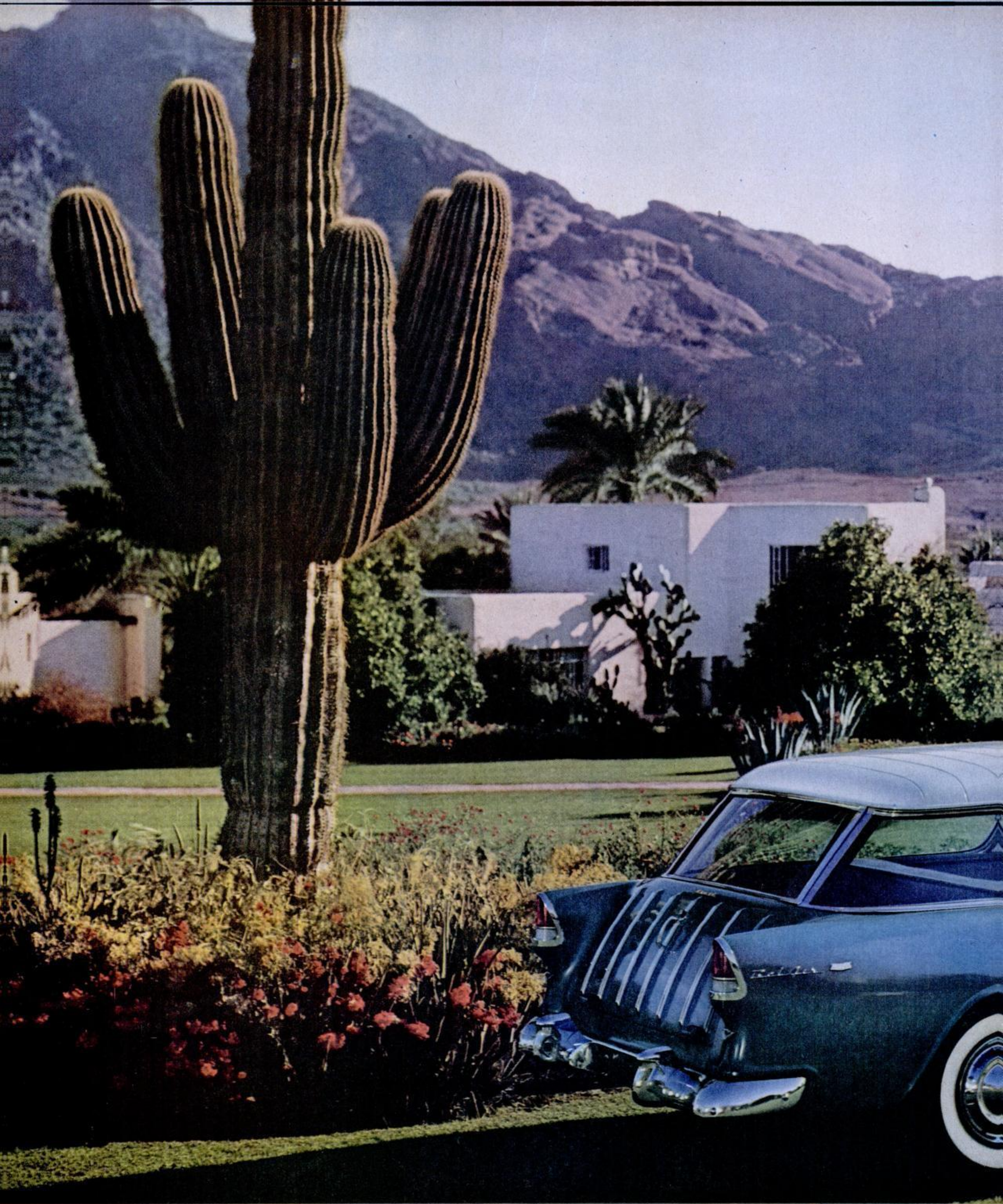
8 out of 10 mothers who feed their babies a Carnation formula say: "My doctor recommended it."

No other form of milk for baby's bottle is so *safe*...none is so *nourishing* and so *digestible*. Yet Carnation costs far less than prepared formulas. No wonder leading baby specialists here and abroad recommend Carnation *by name*. Ask *your* doctor about Carnation...the milk every doctor knows.

**SEND TODAY** for free copy of "You and Your Contented Baby." 64 illustrated pages of interest to every mother. Address Mary Blake, Carnation Co., Dept. LM-65, Los Angeles 36, California.







SETTING BY CAMELBACK

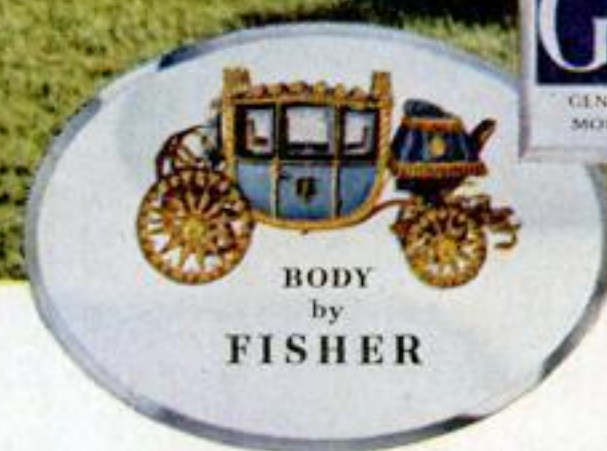
SUIT BY IRENE

NOMAD BY CHEVROLET





# Body by Fisher



Originator of the panoramic windshield, the hardtop and other styling advances offered only on  
General Motors cars: CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC



AMERICA'S NEW RAILROAD



## He makes exploring the old West fun!

An Indian guide rides with you on *El Capitan* and *Super Chief*

There's nothing like it in travel!

You'll meet a Zuni Indian guide on your Santa Fe trip between Chicago and California, westbound on *El Capitan* (all-chair-car streamliner) or eastbound on the *Super Chief* (extra fare, all-room streamliner).

As the train glides across New Mexico, he tells you about the legends of this romantic land.

Traveling Santa Fe is a treat for the entire family. You can roam around the train meeting interesting

people, choose delicious meals from a Fred Harvey menu, watch the scenery from the domes, stretch out in reclining chairs, or enjoy the privacy of your Pullman room.

And you can't beat Santa Fe family fares for economy. For instance, a family of four traveling in Santa Fe's modern chair cars, *can save as much as \$104.10* on a round trip between Chicago and California.

Why not let your railroad ticket agent or travel agent tell you about it?





# TOUCH OF MUSIC FOR THE DEAF

**Feeling sound, children are helped to speak**

For the 73 children in the silent world of the cantonal school for deaf-mutes in Zurich, Switzerland, the music of a piano and tambourine is sensed not as sound but as a faint vibration felt through their bodies. Eyes closed and brows furrowed in concentration, they touch the instruments and can comprehend differences in rhythm, volume and pitch. The sensitivity to vibration they thus develop sharpens perception of sounds they themselves make in their spasmodic attempts at speech. With this course as an adjunct to conventional training, students who enter the school at 6 leave at 16 speaking well enough to work in the outside world.



**HANDS ON PIANO**, Franz Huber, 7, deaf since birth, feels music through his fingertips, part of the body most sensitive to vibration.

**CHIN ON TAMBOURINE** WHOSE DRUM-TIGHT SKIN VIBRATES AS PIANO IS PLAYED, FRANZ FEELS MUSIC THROUGH HIS SKULL, CHEST AND OPEN PALMS





# news!

...for

little



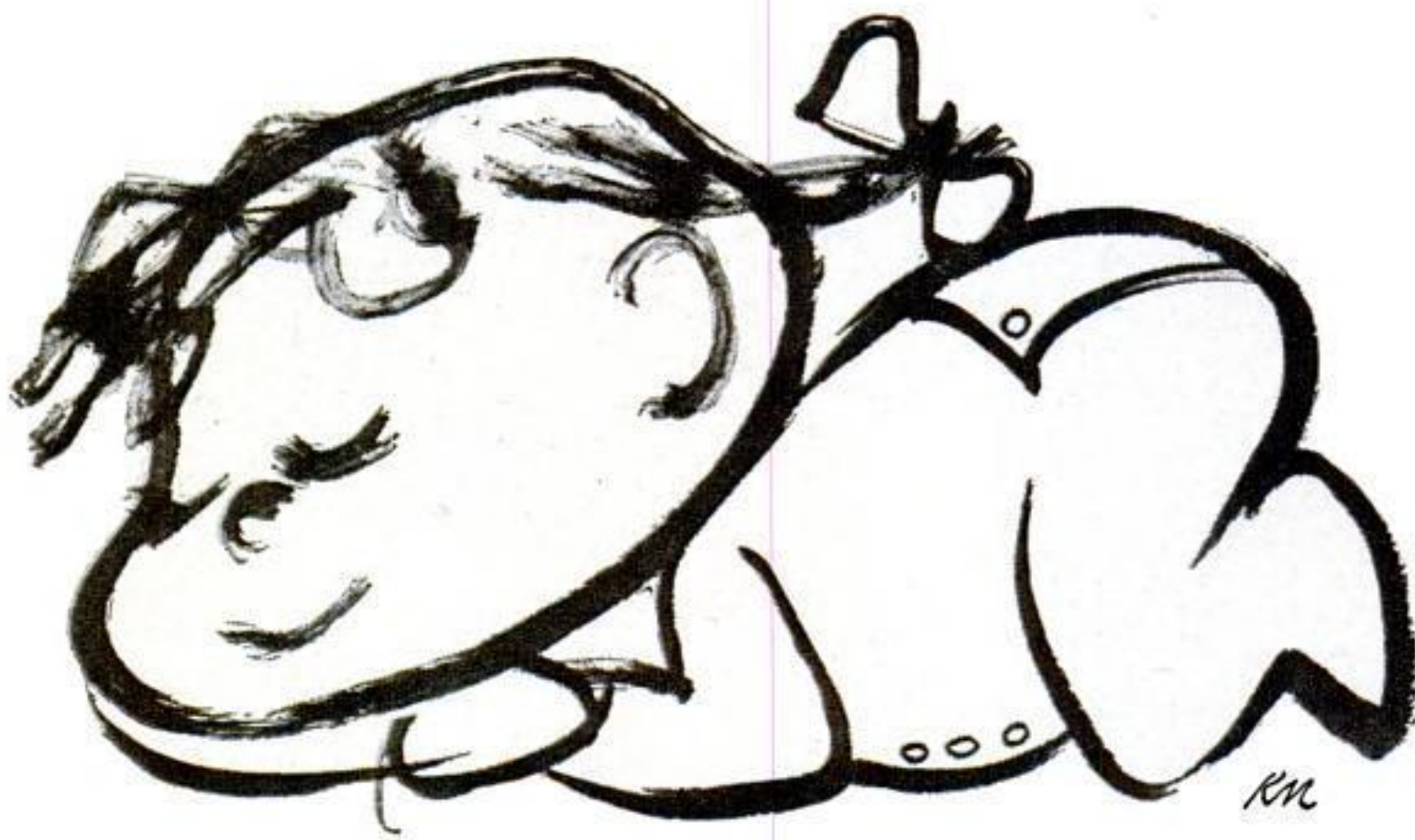
creepers...

and

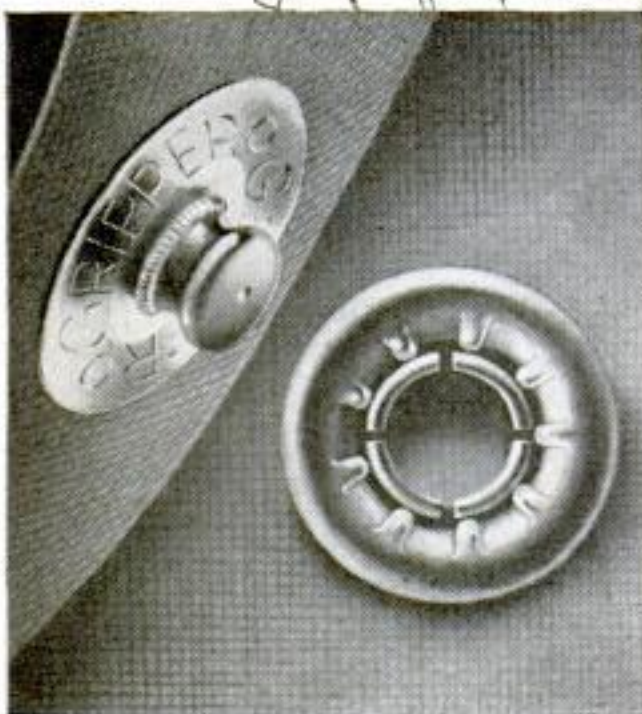


pint-sized

sleepers



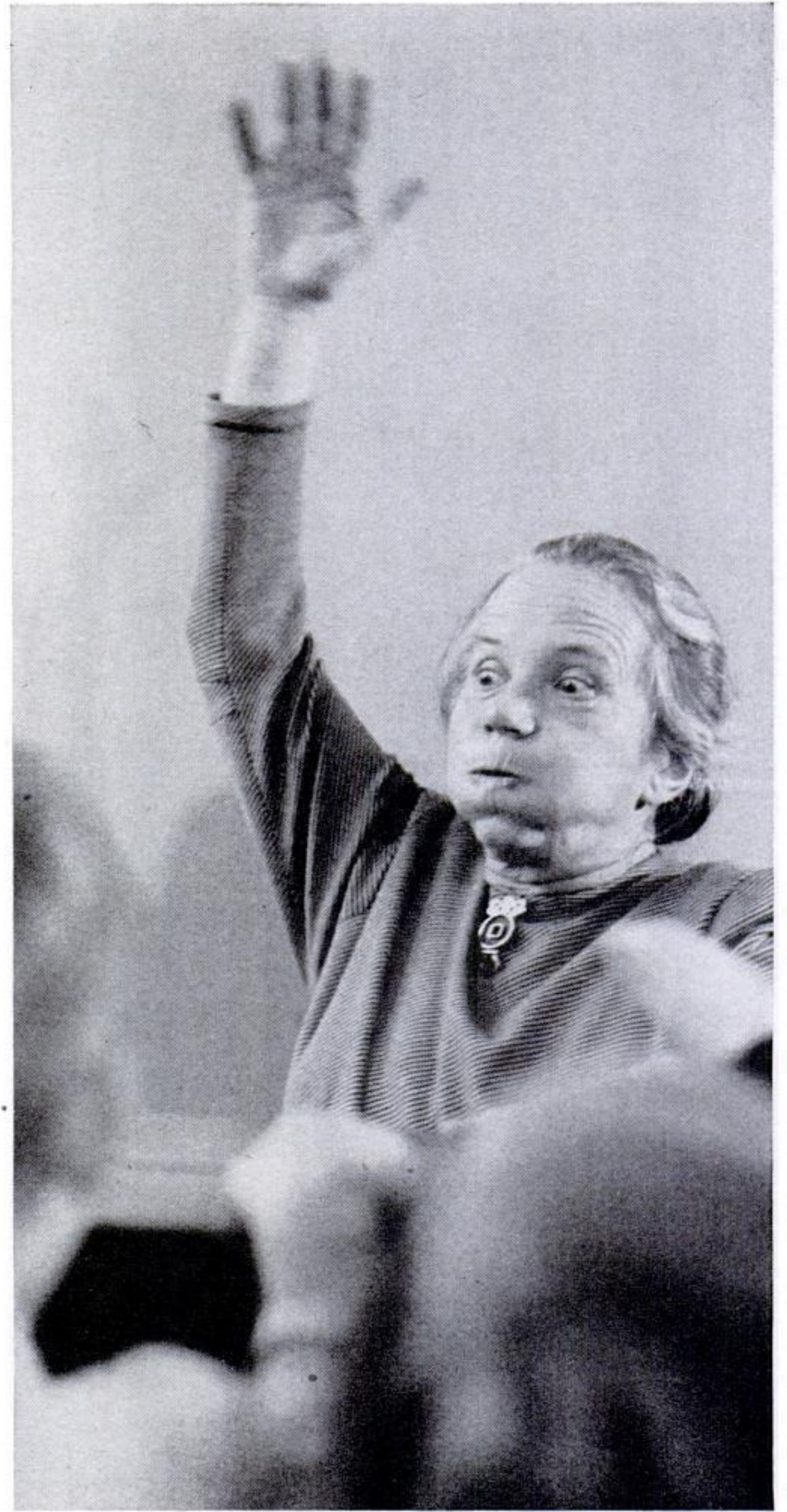
Now there's a snap fastener that keeps its grip for years! Tots will grow out of the garment long before they'll wear out this new improved GRIPPER Snap Fastener! It's the only one of its kind . . . and garments that have them are outstanding buys. New GRIPPER Snap Fasteners are laundry-proof. They're the mark of better workmanship, better wearing garments, better value for your money!



*Exclusive Radial Ribs!* Nine ribs plus other features double the strength and life, assure easy, firm closure. When you see GRIPPER Snap Fasteners, you know you're getting fine garments! Also available at notion counters for home attachment.

new **GRIPPER**  
snap fasteners

A WORLD-FAMOUS PRODUCT OF SCOVILL MFG. CO.  
WATERBURY, CONNECTICUT



**PLAYING LOUD CHORD** with one hand, Teacher Mimi Scheiblaue raises other hand, directing children to raise their hands when they feel loud music.



**FEELING LOUD CHORD**, children put up hands as teacher directed. Varying volume and watching hands, teacher measures their developing sensitivity.



# G.E. demonstrates new idea in cooking!

New Automatic Skillet  
with heat thermostat  
makes frying, cooking  
easier...more flavorful

Only-\$19<sup>95</sup>\*

\*Manufacturer's recommended  
retail or Fair Trade price.



**1.** "I'm Kathi Norris, and I'd like to tell you about the most wonderful advance in cooking in recent years. Made possible by the new G-E Automatic Skillet, it makes meal-getting easier. Now you can set the temperature when you fry and cook, just as you do when you bake a cake!"



**2.** "The G-E Skillet, like a modern oven, has a built-in thermostat. You dial the heat, put the food in when the light signals, and after that—the temperature never varies. Quite different from cooking on a stove burner where heat builds up and up, unless you keep adjusting it."



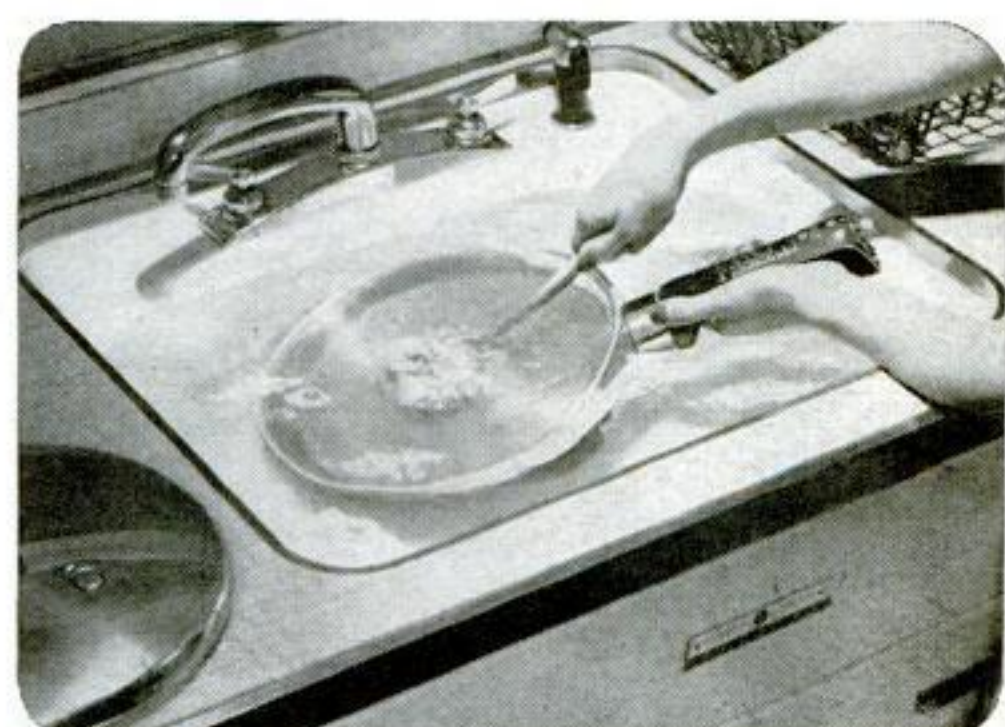
**3.** "You can't imagine how this simplifies cooking... particularly frying! You get *perfect results without constant watching*. Food tastes better, too. For just as cakes bake best at one heat and roast beef at another, so *every food has a 'just-right' temperature*—listed on the Skillet handle."



**4.** "And everything you fry at recommended temperatures will be digestible! It is only when fat gets too hot—begins to smoke—that it becomes indigestible. The G-E Skillet works at temperatures well below this danger zone... yet it sears food so it comes out light and crisp—never soggy."



**5.** "You'll use it too for stews, pot roasts, upside-down cakes, casseroles. Just use a standard 12" cover, or get ours—only \$3.00\* extra. In addition, the G-E Skillet lets you cook anywhere. It won't harm the finest surface—cook at the table, on the porch, keep food warm between servings."



**6.** "Best of all, this Skillet is a cinch to wash. Its special finish keeps food from sticking. And you can immerse it in water—right up to the end of the temperature chart. Handle hooks over dish-pan or sink. Visit your G-E dealer this week—see how easy it is to cook perfect food every time!"

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC



# 9 DO-IT-YOURSELF IDEAS

for home, garden and vacation!

**REYNOLDS DO-IT-YOURSELF\* ALUMINUM**  
You work it with woodworking tools

## ...the home...



Junior can't ram holes through the screen door when you make a good looking screen guard and kick-plate with Reynolds Do-It-Yourself Aluminum.



Children "might" actually hang clothes up if you provide a handy rod arrangement like this—of Reynolds Do-It-Yourself Aluminum tube. Easy to put up.



Summer rains and messy summer mud go together. Keep the mud outdoors with an aluminum scraper. Ask for Reynolds Do-It-Yourself Aluminum bar.

## ...your garden...



Don't have miniature canyons under your downspouts. A trough of Do-It-Yourself Aluminum sheet will carry the water away.



Make pruning and trimming faster—easier. Equip your pruning saw with an extension handle of Do-It-Yourself Aluminum tube.



This trellis of Do-It-Yourself Aluminum tube and rod can't rust or rot—never needs painting. You keep all of aluminum's beauty.

## ...your vacation...



It's a lucky fisherman who has a minnow and fish box of Do-It-Yourself Aluminum sheet—sturdy, rust-proof, light—and easy to make.



The most prized rod can be carried in perfect safety in this rod case of Do-It-Yourself Aluminum tube. Non-rusting and strong.

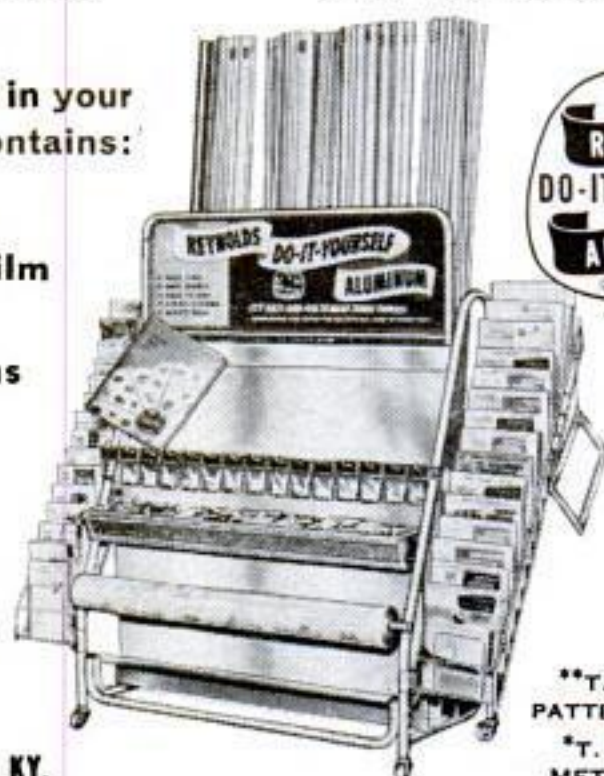


Make a croquet set of Reynolds Do-It-Yourself Aluminum rod and tube. It'll be unusual and handsome—no trick to make.

This Reynolds Do-It-Yourself Aluminum rack in your hardware or building supply dealer's contains:

- Tube, rod, bar
- A wide variety of sheet designs
- Angles, fasteners
- Screen and storm sash sections
- Window hardware
- Reynolon plastic film
- Trim strip
- Do-It-Yourself plans and Easi-Bild\*\* Patterns

Ask your dealer for FREE "Idea Sheet" containing these ideas and six others.



REYNOLDS METALS COMPANY, 2474 S. THIRD ST., LOUISVILLE, KY.

AVAILABLE IN CANADA  
\*\*T. M. EASI-BILD PATTERN COMPANY  
\*T. M. REYNOLDS METALS COMPANY

## MUSIC FOR THE DEAF CONTINUED



**CONCENTRATING ON RHYTHM**, 9-year-old Kurt Meyer kneels on floor, which carries vibrations of piano. He also feels some vibrations in the air.



**LEARNING TO DANCE**, students who can sense rhythm practice moving their muscles in time to music. This will help coordinate speech muscles.





## AND NOW! FABULOUS "FOODARAMA" BY KELVINATOR!

166-lb. Upright Freezer, and an 11 cu. ft. "Moist Cold" Refrigerator,  
both in a cabinet only 47 inches wide

A NEW STAR is born in the foodkeeping field! From Kelvinator comes a new concept in modern living. Here is the ultimate result of years of planning and more than four decades of appliance experience. Fabulous FOODARAMA—without an equal anywhere.

Open one door to a whole new kind of luxury living—freezer living. Here is an upright freezer with storage space for 166 pounds of delectable meats and frozen foods.

Open the other door to the finest refrigerator built—11 cu. ft. of refrigeration that never needs defrosting—the magic of "moist cold" to keep food dewy-fresh . . . roll-out shelves . . . moisture-seal Crispers.

And in the doors themselves are the conveniences you've always longed for. In the refrigerator, there's the handy Breakfast Bar for bacon, eggs and juices . . . Cheese and Butter Chests . . . bottle and jar storage. And in the freezer door an ice cream shelf . . . frozen juice racks . . . freezer wrap dispenser . . . and even an unrefrigerated place to store bananas.

This last word in food keepers can be yours—at far less cost than a comparable separate refrigerator and freezer. See it at your Kelvinator Dealer. Or write Kelvinator, Detroit 32, Michigan. In Canada: Kelvinator of Canada, Ltd., Toronto 15, Ontario.



8 glamorous exterior colors to choose from! Select the decorator color that harmonizes with your kitchen decor—that blends with the wallpaper, paint, curtains and floor coverings. Color models have beautiful white and gold interiors. New Kelvinator electric ranges, with disposable aluminum oven linings\* and Bonus Broiler, are available in colors to match.

\*Patent applied for.

# Kelvinator

DIVISION OF AMERICAN MOTORS



MEANS MORE FOR AMERICANS



Bermuda Pink



Spring Green



Fern Green



Dawn Gray



Sand Beige



Buttercup Yellow



Harvest Yellow



Lagoon Blue

and Classic White—of course





Genuine leather eveready case—\$6.95; sturdy flash unit—\$7.95—at your dealer's. (All prices slightly higher in Canada)

*Proof that a really good camera needn't be expensive—*

The new **ANSCO 35mm MEMAR** only **\$39.50**

Whether you want color pictures or black-and-white . . . whether you shoot by sunlight or flash . . . the new Ansco Memar consistently gives the kind of clear, sharp pictures you've always wanted.

What's more, the Memar offers precision features and high-quality workmanship no other miniature in its price range can match!

Here are the easy-to-use features that yield those superior results:

- **LENS:** *f3.5 Agfa Apotar, coated and color-corrected, gives pin-point sharpness.*
- **SHUTTER:** *1/200-second. Stops fast action, gives dependable flash.*
- **THUMB LEVER FILM TRANSPORT:** *A flick of the thumb advances the film for the next picture, cocks the shutter.*
- **DOUBLE EXPOSURE PREVENTION:** *No worries about "ghosts" in your pictures.*
- **ALL-METAL CONSTRUCTION:** *For a lifetime of service.*

**ANSCO,** Binghamton, N. Y. A Div. of General Aniline & Film Corp. "From Research to Reality."

**ENTIRELY NEW  
HIGH-SPEED  
ANSCOCHROME**



**Lets your Memar get fine color shots where costlier cameras failed before!**

Because new Anscochrome is three times faster, it effectively makes the f3.5 lens of your Memar equal an f2.0 lens. You get better color transparencies in weak light.

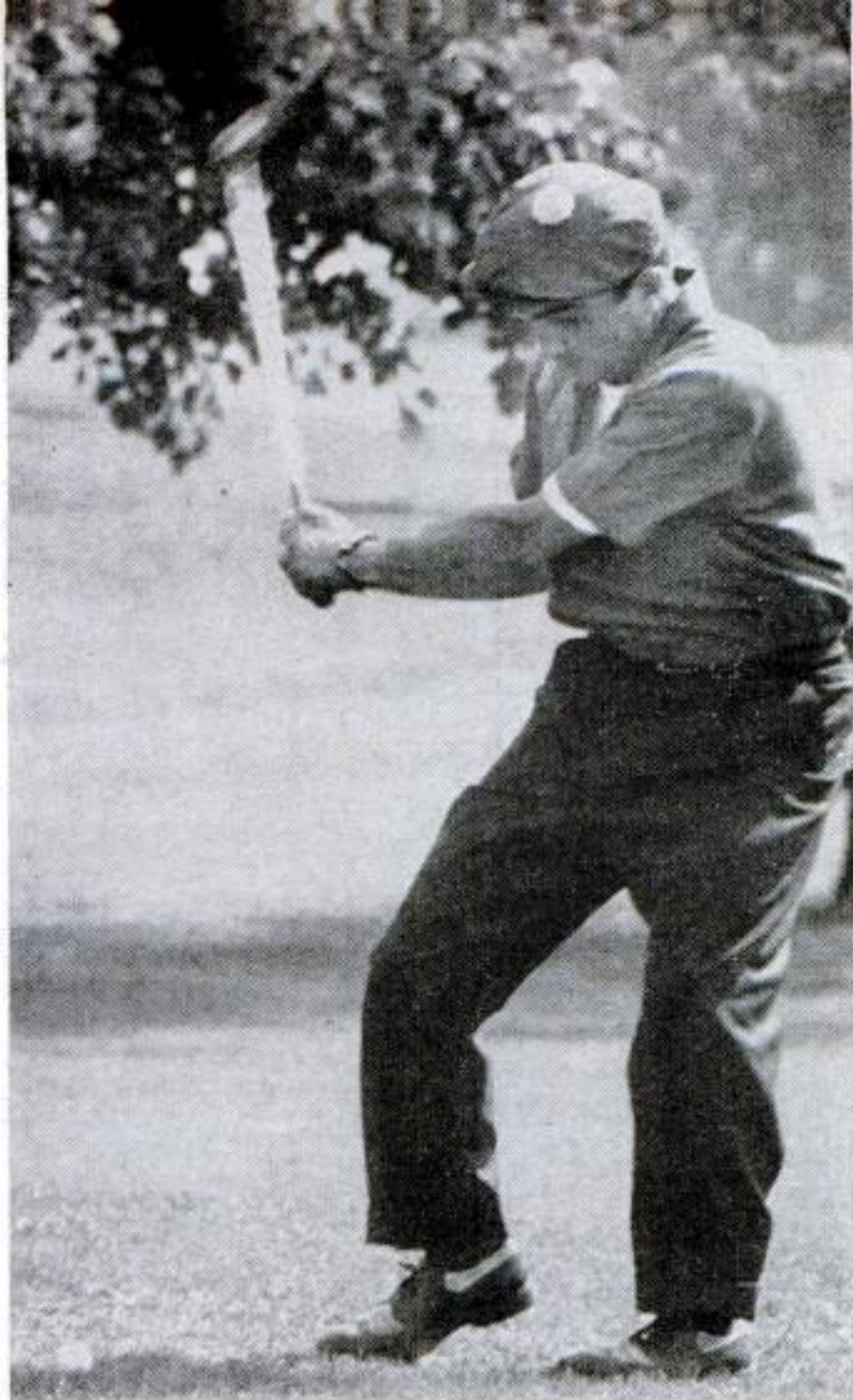
Lets you shoot action at 1/300-second where 1/100 was the best you could do before. Means sharper action pictures.

Gives you more life-like flash pictures with blue bulbs because it carries true colors right into the shadows.

In standard 35mm magazines and 120, 828 and 620 rolls.



## SPORTS



**DRIVING,** Milt Zliser gets 100 yards at Chicago's Waveland course. He shot a 9-hole 48, then left.

# GREAT DAY FOR DILIGENT DUFFERS

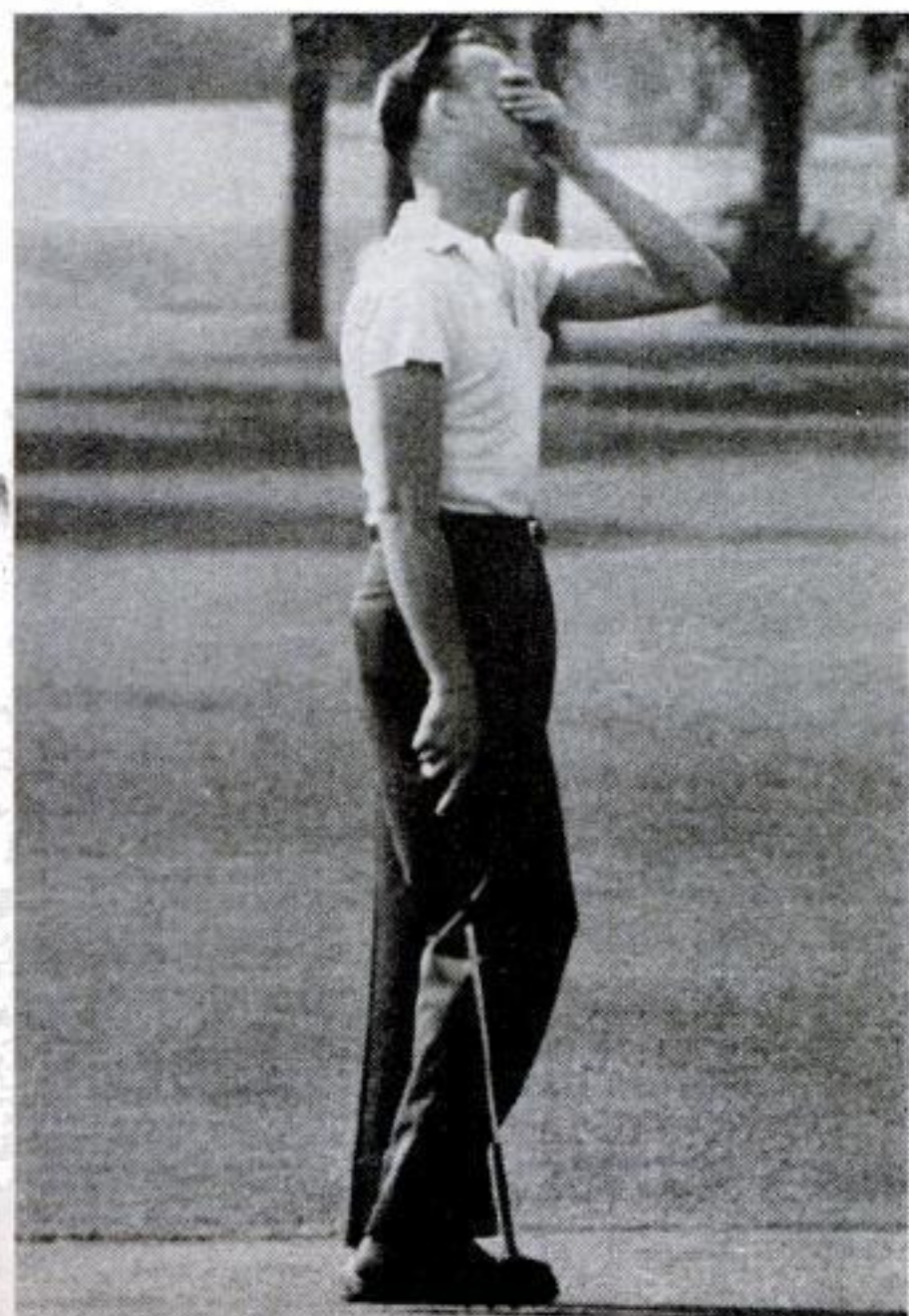


**BLASTING,** Barney Lazarus leaves sand trap at Waveland. His 97, with 23 handicap, won no medal.



**ON HIS KNEES,** FRANK DEIMEL GRUBS FOR A BALL WHICH HE SLICED INTO THE SHRUBBERY ON WAVELAND'S FIRST FAIRWAY. HAROLD HAGEY HELPS AT LEFT

**ANGUISHED,** Frank Deimel shields eyes after missing cup on green. His 91 (handicap 23) beat Furgol.



## 35,000 of them emerge winners in annual national golf contest

Amid such tableaux as these, of determination, searching, shock and frustration, some 190,000 U.S. and Canadian golfers trundled over the links on the Fourth National Golf Day sponsored by LIFE and the Professional Golfers' Association. All were out—most with the help of handicaps—to beat scores turned in by 1954 U.S. Open Winner Ed Furgol and Patty Berg. Last year only 1,800 competitors won "I beat Ben Hogan" medals by bettering Hogan's 8-under-par 64. This year the duffers got a break as Furgol shot a 72 and Miss Berg, against whose score women competed, a 77 (*next page*). As Furgol missed a putt on the 18th hole, an official of Golf Day sighed, "That'll mean another 7,500 medals."

In all, about 35,000 happy golfers beat the pros. Among the other rewards were a sizable fund for charity and at least 20 holes-in-one.

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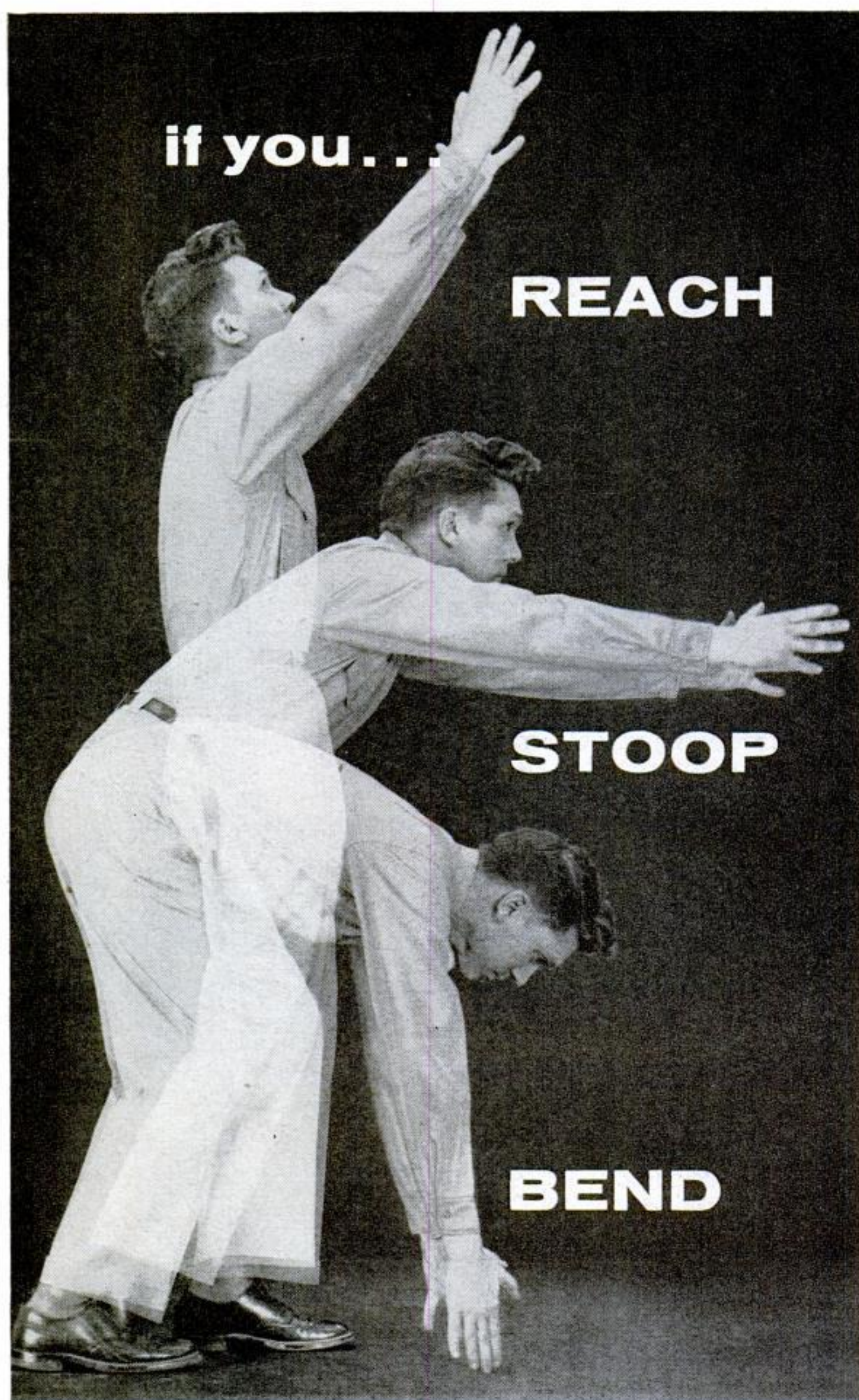
**EXASPERATED,** Harold Hagey roars at missed putt. His net 66 (handicap 23) beat foursome and Furgol.





# **Dickies** *Action-Fitted* **WORK CLOTHES**

If you're an active man, isn't it easier to work in clothes that *work with you*? If so, try DICKIES Action-Fitted work clothes that are tailored in graduated sizes to fit you all the time, whether you're tall, regular or short. Active men find that better-fitting DICKIES wear longer, too. They're made from carefully selected army twill and have safety-stitched seams. Next time, ask for better-fitting, longer-wearing DICKIES at better clothing and department stores everywhere.



**WILLIAMSON-DICKIE MANUFACTURING COMPANY**  
509 West Vickery Blvd. Fort Worth 1, Texas

Copyright W-D Mfg. Co., 1955

## Day for Duffers CONTINUED



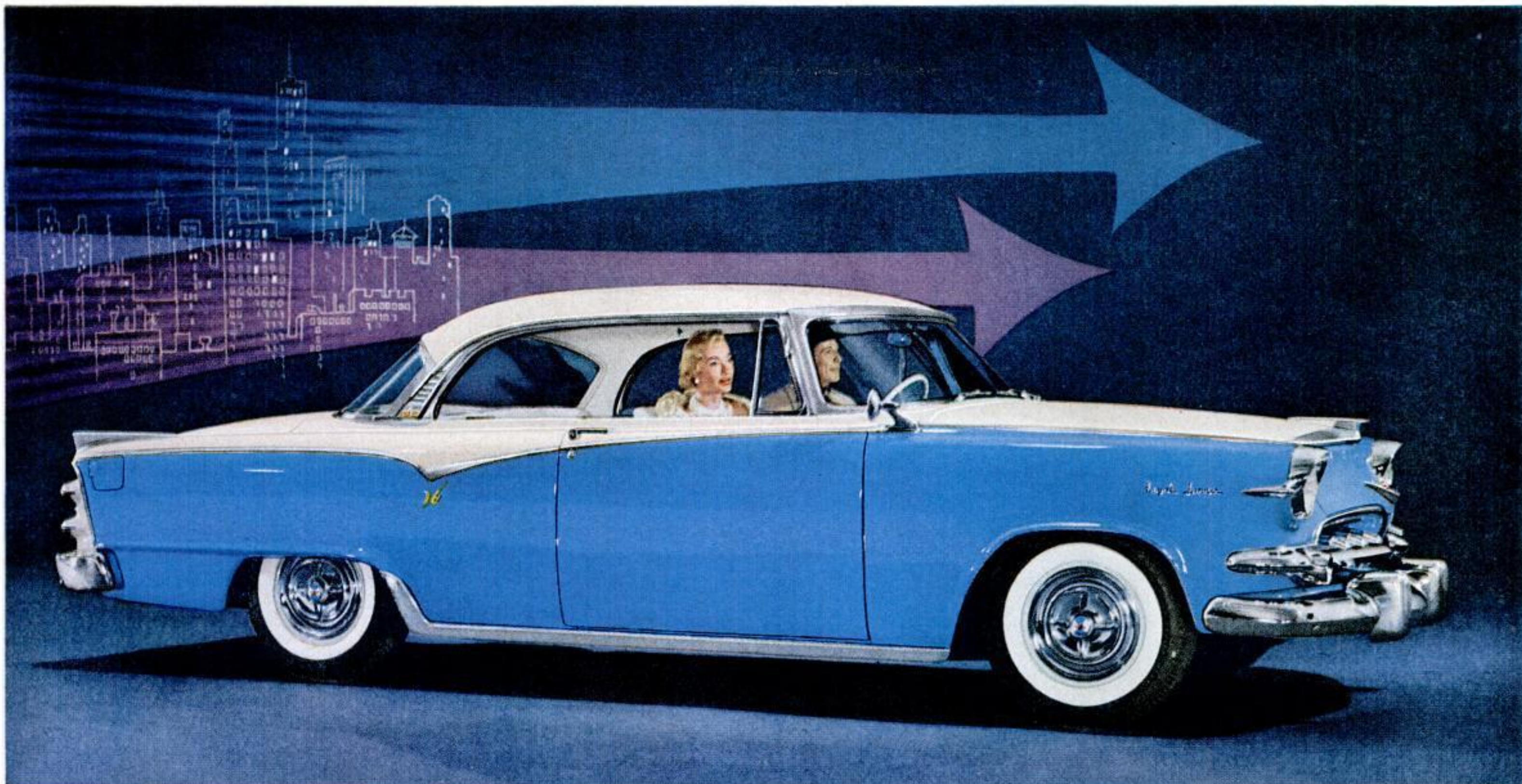
**FURGOL IN THE SAND** blasts from 18th hole trap at San Francisco's Olympic Country Club where champion's round was shot. His final 72 was 2 over par.



**PATTY ON THE FAIRWAY** uses a wood for her second shot on Olympic's 14th hole, and hooks into the rough. This was the first year that a woman golfer played to give the nation's women players a target. The 4,000 who did better than Miss Berg's 77 will receive an "I beat Patty Berg" medal.

CONTINUED ON PAGE 105





*New Dodge Custom Royal Lancer . . . most glamorous car on the road.*

## What's all this talk about "Price Class"?

It gets to be a little confusing—this talk about "price class."

Take that dashing Custom Royal Lancer up above. People who are used to paying a *thousand dollars more* for a car are asking themselves, "What more could I get—*what more is there?*"

Money can't buy more flashing style, more dashing beauty, more exciting features.

Then take the Dodge Coronet 4-door sedan shown below. A really *big* car in every way—up

to a foot-and-a-half longer than the so-called "lowest priced" cars. Big in V-8 power. Big in luxury. Big in solid comfort.

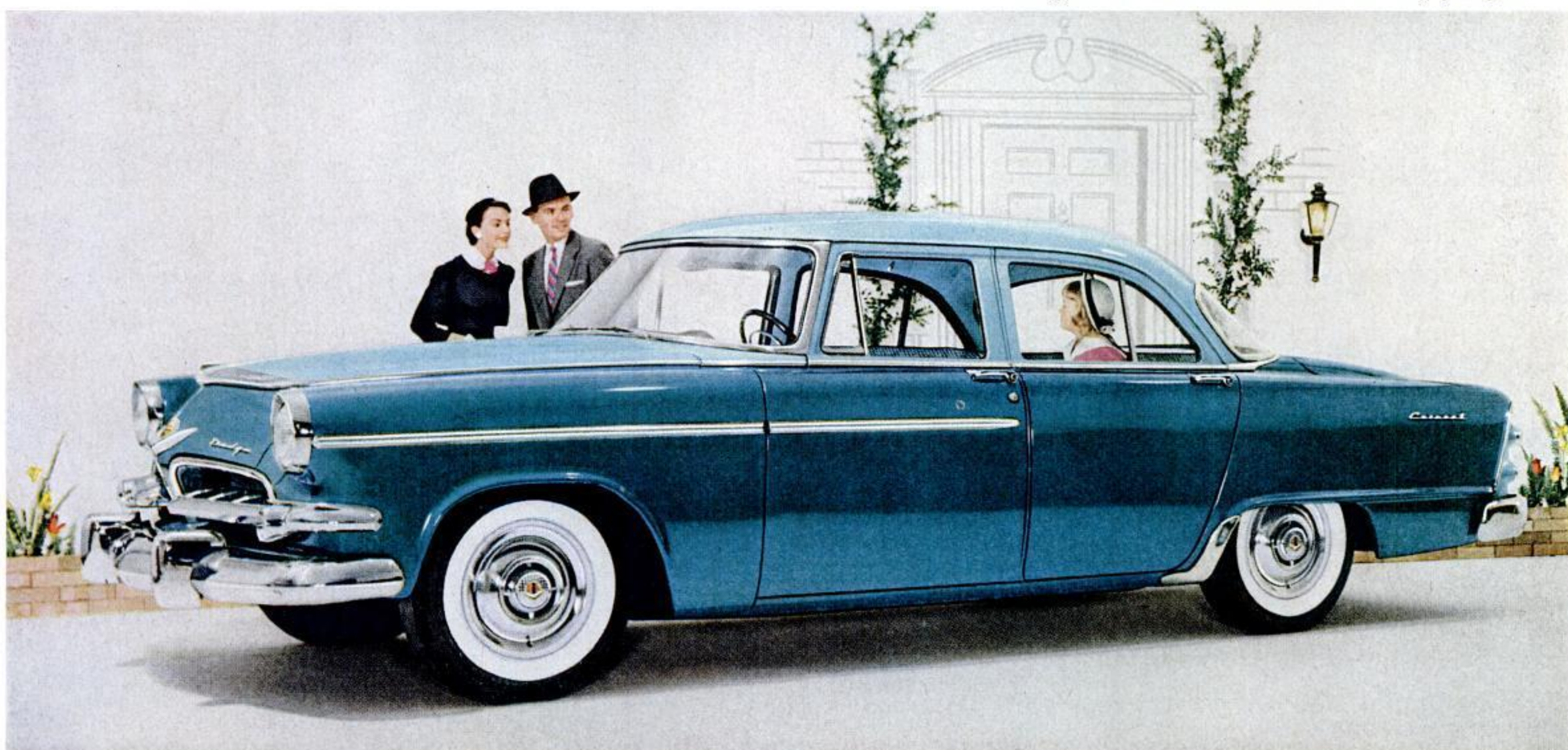
But the shocker is this: *You can own this Dodge sedan for less than you'd pay for many models in the small car field! You can step up to "The Big One"—and actually step down your costs!*

Price class? Forget it! The new Dodge is stealing hearts in every "bracket." Don't let *anything* keep you from yours! See your Dodge dealer.



**DODGE**  
*FLASHES AHEAD IN '55*

*New Dodge Coronet V-8 Four-Door Sedan . . . value buy of the year.*





*It isn't a meal without* **BREAD!**



**...And WAXED PAPER best protects vitamin enrichment in white bread!**

**Buy White Bread in WAXED PAPER Because ...**

Recent scientific tests prove bread wrapped in Waxed Paper retains more of the added, health-building vitamin enrichment by shutting out more vitamin-damaging light, than bread wrapped in clear cellophane! And smart shoppers also prefer their bread wrapped in Waxed Paper because ... Waxed Paper keeps bread fresh ... Waxed Paper protects flavor ... Waxed Paper is easy to handle, open and reclose!

**Buy bread in Waxed Paper to best protect Vitamin Enrichment!**



© Waxed Paper Merchandising Council, Inc.



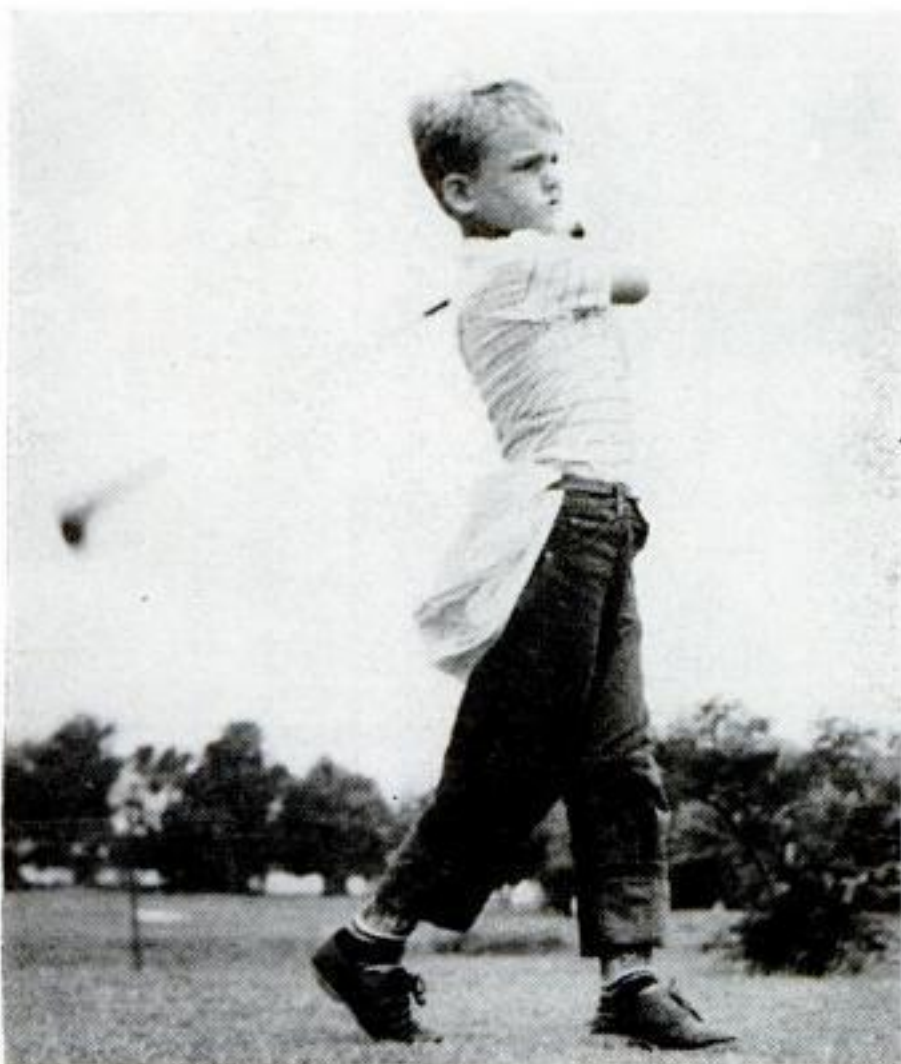
## MINORS END UP WITH MEDALS



**YOUNG ENTRANT** Lana Kay Roberts, 11, ends up at Belleair, Fla. with winning 67 (handicap 18).



**YOUNGER ENTRANT** Rickey Reizen, 9, blasts from trap at Miami Shores Country Club. He fired a neat 102 and, with 40-stroke handicap, won his medal.



**YOUNGEST ENTRANT** on Golf Day was Ricky Sharpe, 7, of Montgomery, Ala., who shot a fine 54.

CONTINUED ON NEXT PAGE

new  
**RC**



NO OTHER COLA IS SO

# low in calories...

YET TASTES **smack** SO GOOD!

Perfect for picnics . . . Royal Crown Cola.  
No other cola is so flavorful and refreshing.  
No other cola is so much fun to drink.  
No other cola is so low in calories yet  
tastes so good. Try RC, today!



*2 FULL GLASSES in the BIG RC bottle!*



**EXCITING PREMIUM OFFER!**

## Spin-O-Rama

6 top hit songs on  
one great record!

Only 50¢ postpaid with coupon from carton of RC!

Mail in the coupon from RC carton, and get your Spin-O-Rama record featuring radio and television artists with orchestral accompaniment. Follow instructions on the coupon.



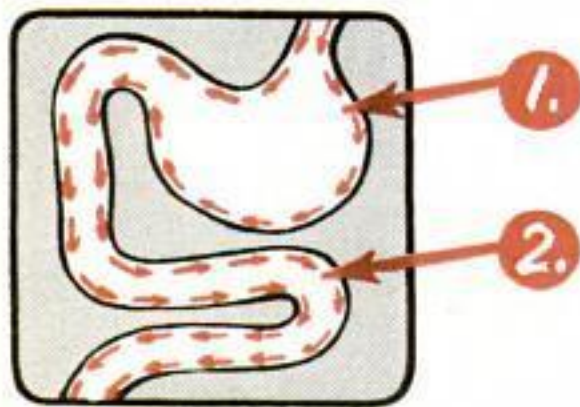




## Stomach **UPSET?**

*Indigestion? Nausea? Diarrhea?*

**Hospital Tests prove Pepto-Bismol works  
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. Pepto-Bismol helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



A NORWICH PRODUCT



*Take Hospital Tested*

# Pepto-Bismol®

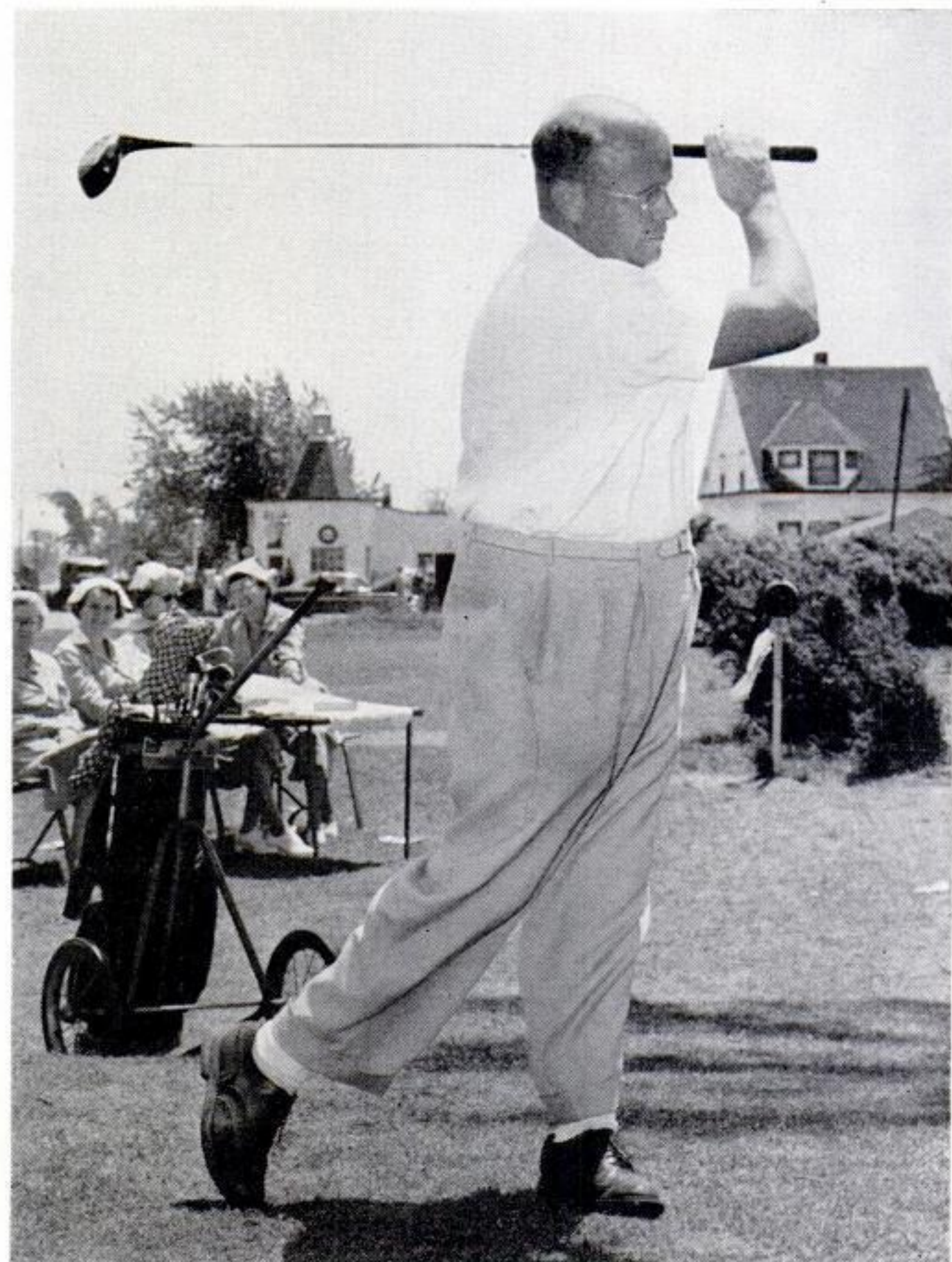
*...and feel good again!*

Day for Duffers CONTINUED

## SOME HANDICAPS ARE OVERCOME



**BLIND GOLFER** Joe Sullivan tees off on Golf Day with the help of his companion Pete Farage at Cleveland's Pine Ridge Club. Joe shot a 9-hole 88.



**ONE-ARMED GOLFER** John Cipriani drives at South Shore Country Club in Hamburg, N.Y. His net 69 (handicap 10) won an "I beat Ed Furgol" medal.



NEW  
NEW!

# NEW!

## FACE POWDER DISCOVERY

*Powder Your Face  
with Lanolin...*

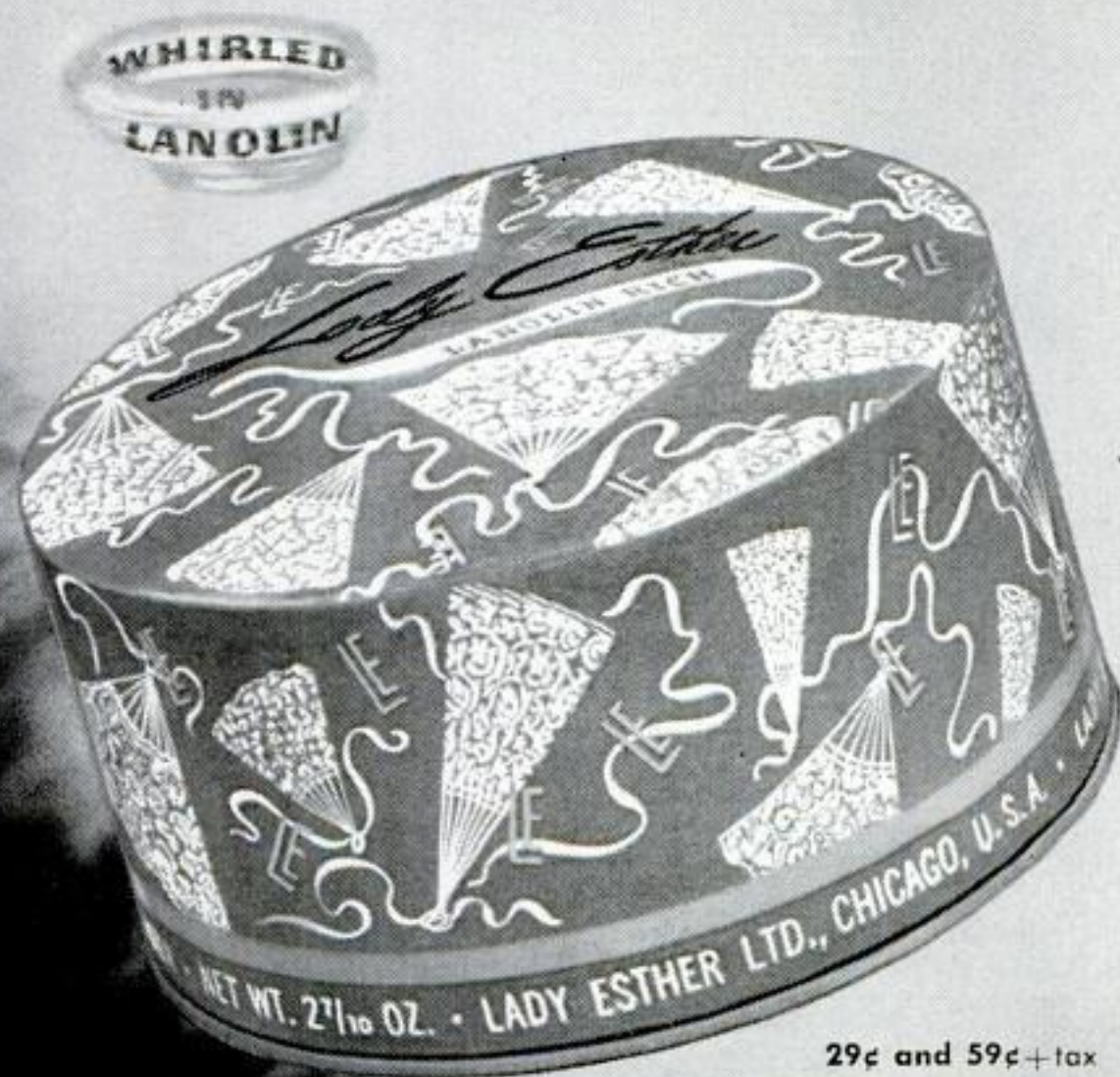
and you'll powder on a  
perfectly lovely complexion!

Want a complexion that looks smooth, flawless, *perfectly* lovely? Then powder your face with Lady Esther's exciting new "whirled-in-lanolin" face powder.

It's Lady Esther's new discovery . . . loose powder whirled in lanolin. The result is a soft, delicate face powder that goes on smoother, stays on longer, gives your skin the magical benefit of lanolin every time you powder your face!

It's like a wonderful miracle . . . the way it softens lines, conceals flaws, gives you a *perfectly* lovely complexion!

For beauty's sake—don't wait to try it—Lady Esther's new "whirled-in-lanolin" face powder. In ten flattering shades at all cosmetic counters.



29¢ and 59¢ + tax  
Ask to see the stunning new  
Boudoir Box \$1.10 + tax

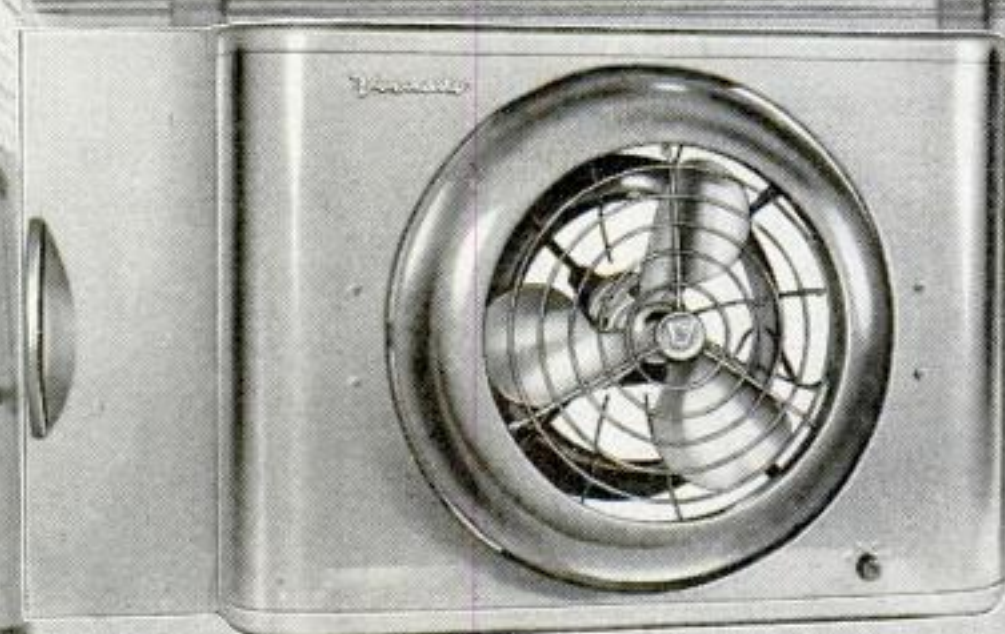
*Lady Esther*  
lanolin-rich  
**FACE POWDER**

© 1955, Lady Esther



# Vornado®

TURNABOUT®-window fans give  
"FULL-ROOM"  
circulation



**PLUS EXHAUSTING  
STALE AIR**

**PLUS BRINGING  
IN FRESH AIR**



The only window mounted air circulator that gives full room circulation while bringing in fresh outside air. Patented Turnabout action brings cool air in or pushes hot air out for day or night use. Head tilts up or down to gently circulate air throughout the room. Like all Vornado Air Circulators it has the exclusive twin injector cones and a deep pitched propeller.

Window can be raised or lowered with the fan in place.

Available in five sizes and price ranges at your Vornado Dealer. See him today for a demonstration.

Over  
7,000,000  
Satisfied Users  
of Vornado  
Products



products of **THE O. A. SUTTON CORPORATION**  
WICHITA, KANSAS

SPECIALISTS IN THE MANUFACTURING OF COMFORT COOLING APPLIANCES  
Distributed in Canada by The Easy Washing Machine Co., Ltd., Toronto 10, Canada

Day for Duffers CONTINUED

## LADIES MAKE ACES LOOK EASY



**PREDICTED HOLE-IN-ONE** comes true at Salem, Ore. as Mrs. Robert Oslund boastfully calls her shot on 168-yard hole, later displays ball at cup.



**UNEXPECTED HOLE-IN-ONE** enchants Mrs. Steffen Brown at 120-yard hole on Dayton's Moraine Club course. But she missed medal by one stroke.





**"it"  
as in  
italy**

**...thanks to Jantzen "shapemakery"**

this is glamour, Italian style, sono attraenti (divine)...  
the new all-girl natural beauty look, the alfresco look,  
the look of Gina and Silvana and Anna. The romantic  
print design and colors stem from the gardens of Italy  
...the "shapemakery" is pure Jantzen to give you  
the new higher bustline, the new longer body...  
the decor is Jantzen \*"Crinkelpuff" shirring,  
a marvelous new technique that flatters and figuremakes  
...the fabric is Bates® Disciplined cotton, perfect in the  
water, perfect in the sun...romper, right, 12.95...  
two-piece and sheath, above, 10.95.



Jantzen foam-cushion  
Jandals, gay new  
playshoes, in colors  
to match Jantzen  
swim suits 2.98



**Jantzen®**  
most beautiful  
most beautifying  
swim suits in the world

Jantzen Inc · Portland 8 · Oregon

Prices in U.S.A.

\*patent pending

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# Five-minute

*with cool, delicious lemonade...*

## CREAMY GOLDEN CHEEZ WHIZ—



*just spread it right from the jar!*

Grand for summer meals: Kraft's amazing new pasteurized process cheese spread, Cheez Whiz! Such a time- and trouble-saver, yet its golden cheese goodness makes eating an event. *Spread* it for snacks or sandwiches; *spoon* it into hot foods; *heat* it for elegant cheese sauce. Or serve "help-yourself" style! Buy Kraft's Cheez Whiz today for tonight's "Five-minute Feast"!

## READY-TO-EAT SLICES OF SPAM—



*America's No. 1 sandwich meat!*

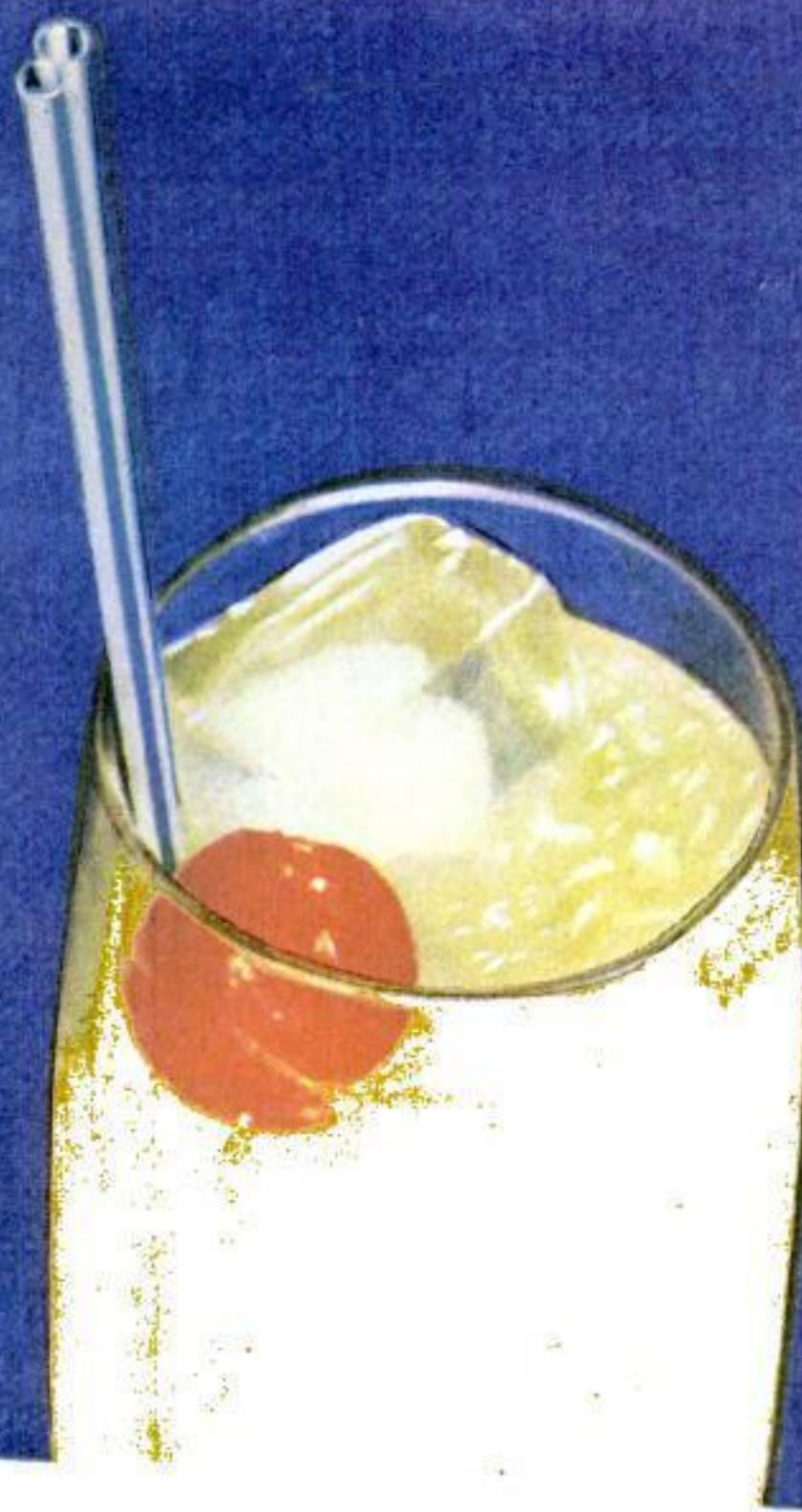
What could be *better* for summer eating? Cold or hot, Hormel's famous SPAM always hits the spot! A matchless blend of sweet and tender ham with juicy pork shoulder. And ready to serve any time anyone's hungry! Try SPAM for sandwiches... as a memorable main dish... for TV treats. If you like *ham*, you're sure to like SPAM!





# Feast

*so quick 'n easy to fix!*



## SUNKIST FROZEN LEMONADE—



*the most refreshing drink of all!*

There's nothing else so cooling these thirsty days as lemonade! And naturally the *best* lemonade comes from Sunkist. For Sunkist Frozen Lemonade is produced by the Sunkist growers themselves, from their own grove-fresh California fruit, in their own spotless plant out in "Lemonland". It's extra refreshing, absolutely delicious, the *finest*. Try some and see!



## SPECIAL OFFER—BIG SOLID-COPPER SNACK TRAY!

Gleaming hand-polished tray (above) of beautiful solid copper, 12" in diameter. Produced by famous old New England company from a design originally handcrafted by one of their fine artisans. Lacquered to

prevent tarnishing. \$6 value—yours for \$2.98 plus label or can top from any of these 3 products—SPAM, Sunkist Frozen Lemonade or Cheez Whiz. Send money and label or top to: Box 306, Taunton, Massachusetts.



HIRAM WALKER

ESTD 1858

IMPERIAL

HIRAM WALKER

*Blended Whiskey*

DISTILLED BY HIRAM WALKER & SONS INC., PEORIA, ILL.  
BLENDED AND BOTTLED BY HIRAM WALKER & SONS INC.,  
PEORIA, ILL. - SAN FRANCISCO, CALIF.

475 QUART

AMERICAN WATER-SKI CHAMPION

BRUCE PARKER

Water skiing non-stop from Nassau in the Bahamas to Miami, Florida, this famous ocean-going skier recently beat his own long-distance record—traveled 212 miles in 9 hours, 33½ minutes.

FOR MEN AMONG MEN, THERE IS A WHISKEY AMONG WHISKIES—IMPERIAL

# Man, this is whiskey!

Made by Hiram Walker to taste as a great whiskey should



# The Paths Whitman Walked

Poet's 'Leaves of Grass'  
has its 100th anniversary

One hundred years ago next month, a slim collection of verse entitled *Leaves of Grass* made its first appearance on the U.S. literary scene. Its frontispiece bore the jaunty portrait of the 36-year-old author (*below*) who identified himself as "Walt Whitman, an American, one of the roughs . . ." Thus did a bearded Brooklyn bohemian set out to win a place for himself as a national poet of America.

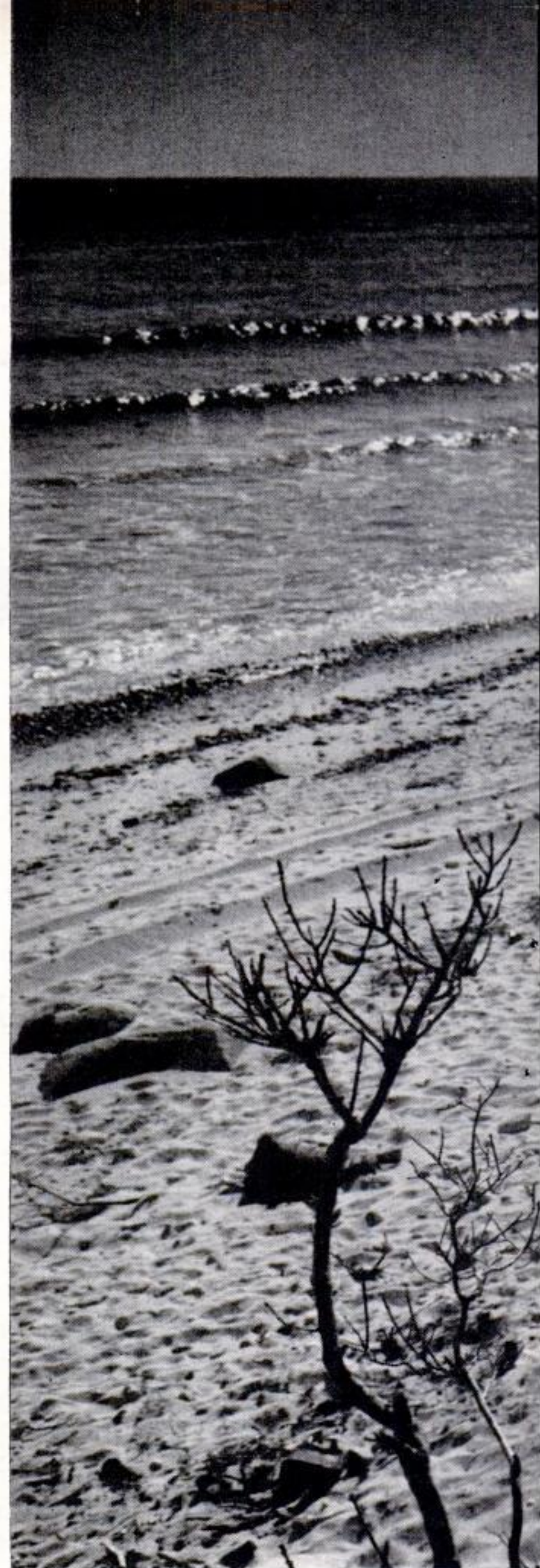
To find new material for poems he kept adding to *Leaves of Grass*, Whitman roamed the U.S., soaking up the whole pageant of life around him. Although it generally baffled his genteel contemporaries, Whitman's unbridled verse eventually established him as America's first great modern poet.

As the U.S. celebrates the centennial anniversary of *Leaves of Grass*, LIFE shows on the following pages the land Whitman knew and sang about in some of his best-known poems.

Photographed for LIFE by KOSTI RUOHOMAA







At Montauk Point, Long Island, the Atlantic washes sands where Whitman played as a boy.

At the farmhouse in Huntington, Long Island where Whitman was born in 1819, lilacs in the yard recall the imagery which the poet wove through his elegy on the death of Lincoln.

WHEN lilacs last in the dooryard bloom'd,  
And the great star early droop'd  
in the western sky in the night,  
I mourn'd, and yet shall mourn with ever-returning spring.

Ever-returning spring, trinity sure to me you bring,  
Lilac blooming perennial and drooping star in the west,  
And thought of him I love.

from *When Lilacs Last in the Dooryard Bloom'd*

The young Whitman, visiting eastern Long Island, liked to visit people of seaside towns (like those at right of Sag Harbor), talking to them and watching them at their work.







FOR MORE than once dimly down to the beach gliding,  
 Silent, avoiding the moonbeams,  
 blending myself with the shadows,  
 Recalling now the obscure shapes, the echoes,  
 the sounds and sights after their sorts,

The white arms out in the breakers tirelessly tossing,  
 I, with bare feet, a child, the wind wafting my hair,  
 Listen'd long and long.

from *Out of the Cradle Endlessly Rocking*



I HEAR America singing, the varied carols I hear,  
 Those of mechanics, each one singing his  
 as it should be blithe and strong,  
 The carpenter singing his as he measures his plank or beam,  
 The mason singing his as he makes ready for work,  
 or leaves off work . . .  
 The shoemaker singing as he sits on his bench,  
 the hatter singing as he stands . . .  
 The delicious singing of the mother,  
 or of the young wife at work . . .  
 Each singing what belongs to him or her and to none else,  
 The day what belongs to the day—  
 at night the party of young fellows, robust, friendly,  
 Singing with open mouths their strong melodious songs.

from *I Hear America Singing*



Others will enter the gates of the ferry  
and cross from shore to shore,  
Others will watch the run of the flood-tide,  
Others will see the shipping of Manhattan north and west,  
and the heights of Brooklyn to the south and east,  
Others will see the islands large and small;  
Fifty years hence, others will see them as they cross,  
the sun half an hour high,  
A hundred years hence, or ever so many hundred years hence,  
others will see them,  
Will enjoy the sunset, the pouring-in of the flood-tide,  
the falling-back to the sea of the ebb-tide.

from *Crossing Brooklyn Ferry*

IN MIDNIGHT sleep of many a face of anguish,  
Of the look at first of the mortally wounded,  
(of that indescribable look,)  
Of the dead on their backs with arms extended wide,  
I dream, I dream, I dream.

Of scenes of Nature, fields and mountains,  
Of skies so beauteous after a storm, and at night  
the moon so unearthly bright,  
Shining sweetly, shining down, where we  
dig the trenches and gather the heaps,  
I dream, I dream, I dream.

from *Old War-Dreams*



Outbound from Brooklyn, a ferryboat crosses New York harbor. In the 1840s, Whitman made the voyage almost every afternoon from his job as editor of the *Brooklyn Eagle* to the nightlife of Manhattan.

At the national park in Fredericksburg, Va. an old → cannon stands on the site of Civil War battleground where Whitman, between duties as volunteer male nurse in the hospitals, helped bury Union soldiers.









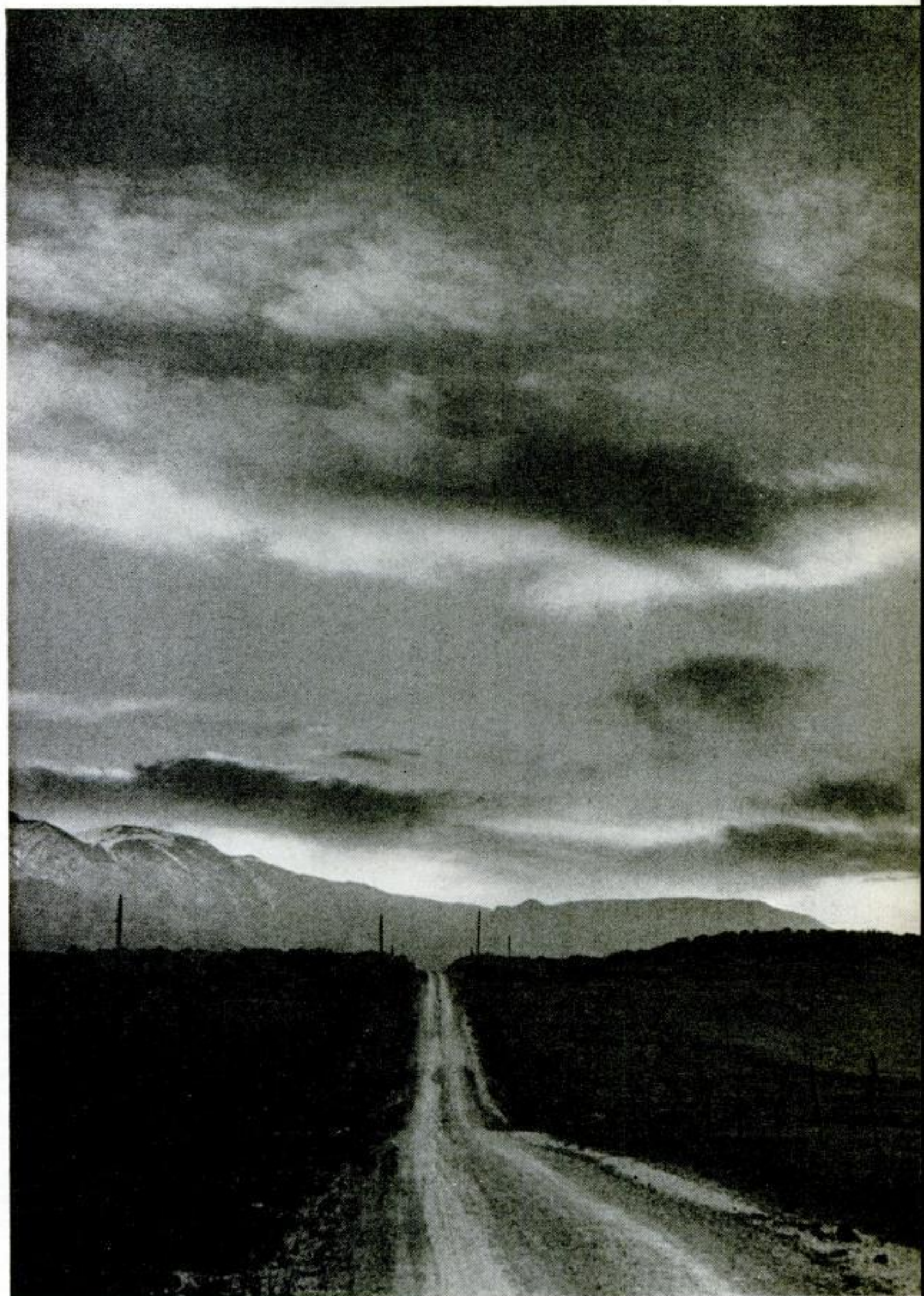




ALL THE PAST we leave behind,  
We debouch upon a newer mightier world, varied world . . .

Colorado men are we,  
From the peaks gigantic, from the great sierras  
and the high plateaus,  
From the mine and from the gully,  
from the hunting trail we come,  
Pioneers! O Pioneers!

from *Pioneers! O Pioneers!*



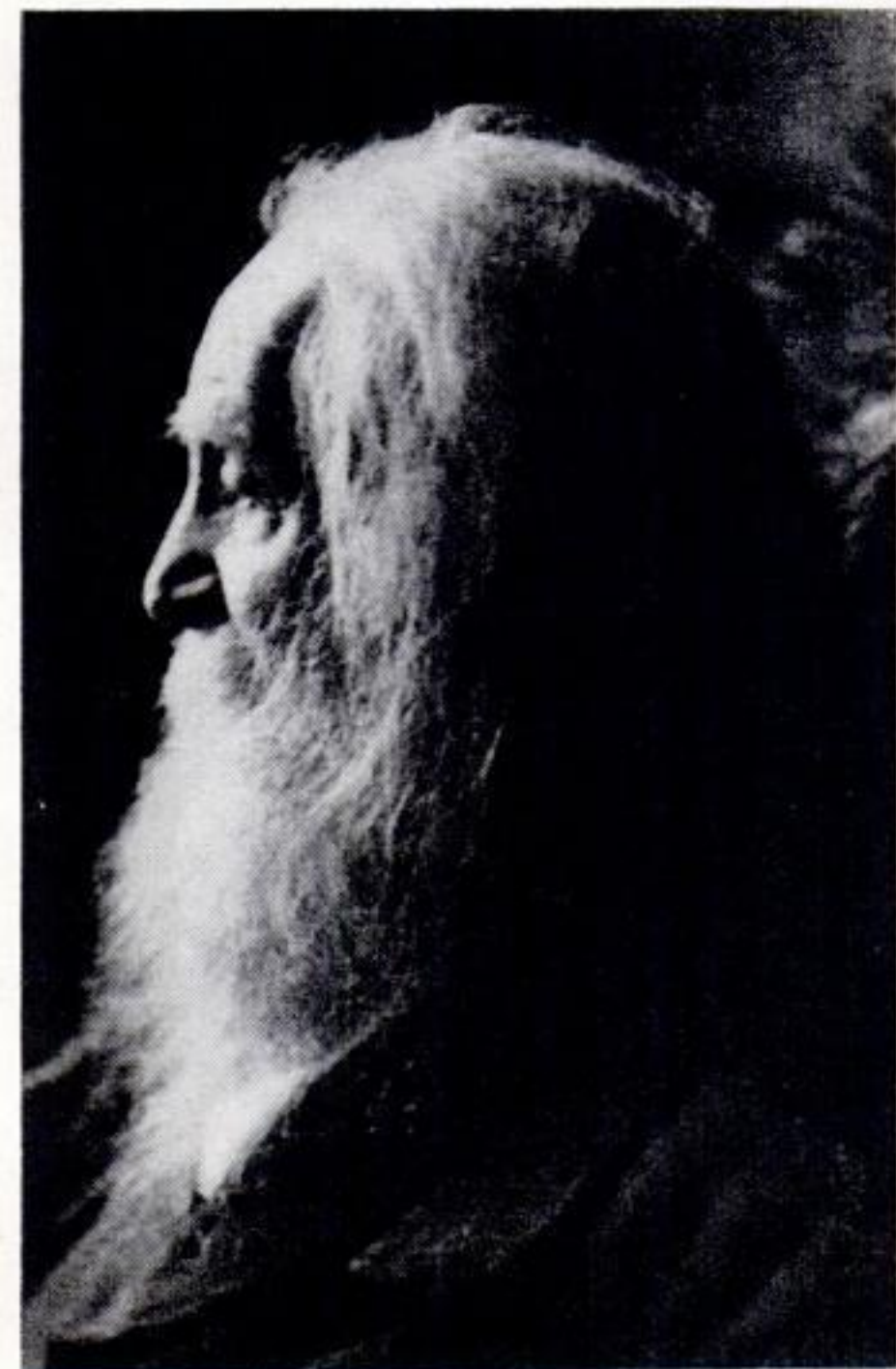
On the plains of Colorado, which Whitman crossed at the age of 60 on his first trip west, a lonely road runs toward the horizon near La Veta (above) and a meadow blossoms (left) before the towering Rockies.

A FOOT and light-hearted I take to the open road,  
Healthy, free, the world before me,  
The long brown path before me leading wherever I choose.

I think heroic deeds were all conceiv'd in the open air,  
and all free poems also,  
I think I could stop here myself and do miracles . . .

from *Song of the Open Road*





WHITMAN AT 72

*In the parlor of the house where Whitman spent his last eight years, now a shrine in Camden, N.J., the poet, enfeebled by strokes, sat in his rocking chair, writing and rewriting his poems almost to the end.*

GOOD-BYE my Fancy!  
Farewell dear mate, dear love!  
I'm going away, I know not where,  
Or to what fortune, or whether I may ever see you again,  
So Good-bye my Fancy.

Now for my last—let me look back a moment;  
The slower fainter ticking of the clock is in me,  
Exit, nightfall, and soon the heart-thud stopping.

Long have we lived, joy'd, caress'd together;  
Delightful!—now separation—Good-bye my Fancy.

*from Good-Bye My Fancy!*

I BEQUEATH myself to the dirt to grow from the grass I love,  
If you want me again look for me under your boot-soles.

You will hardly know who I am or what I mean,  
But I shall be good health to you nevertheless,  
And filter and fibre your blood.

Failing to fetch me at first keep encouraged,  
Missing me one place search another,  
I stop somewhere waiting for you.

*from Song of Myself*

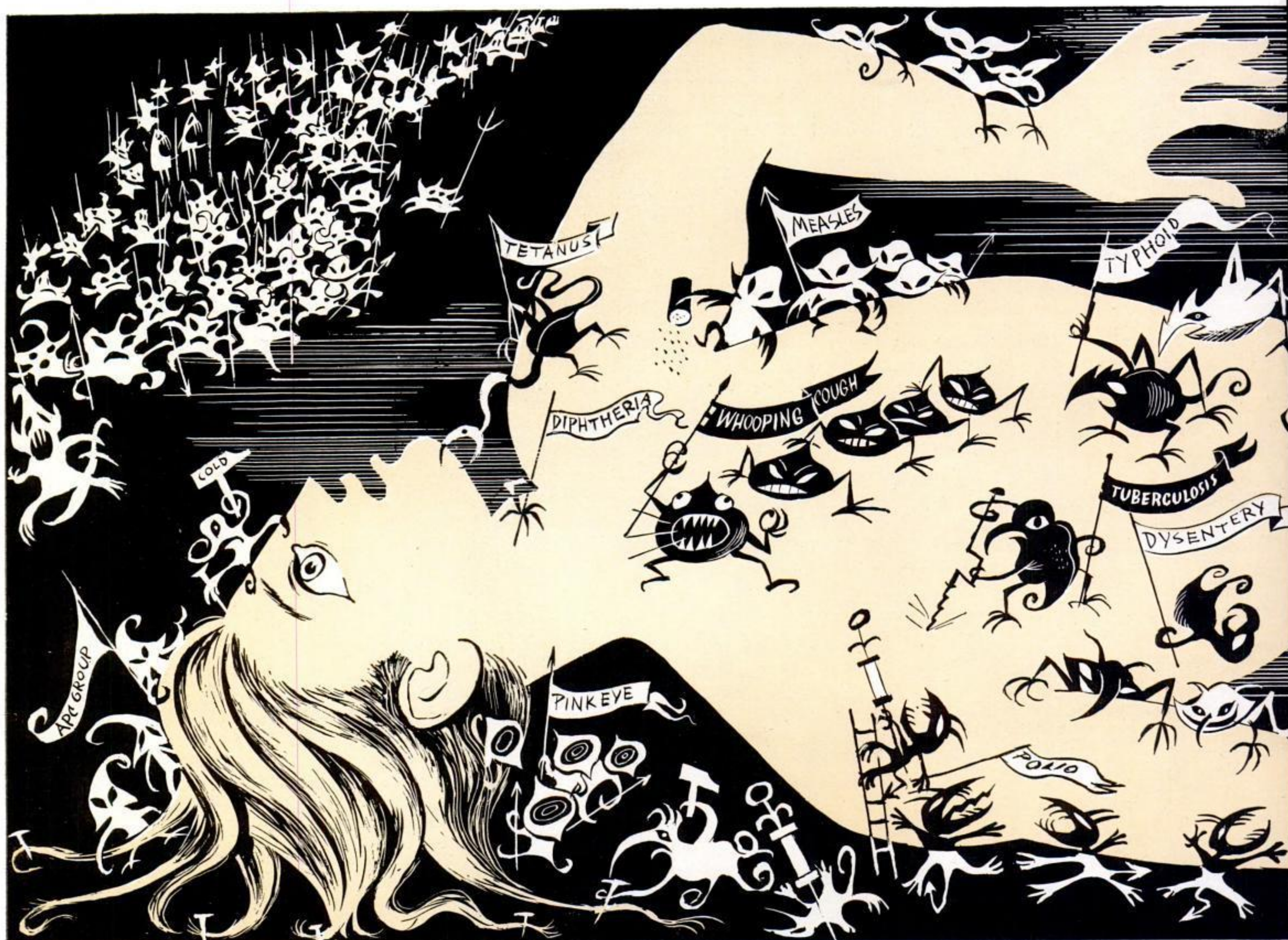
*In Camden, N.J., where he died one rainy night in 1892, leaves enshroud the tomb where Whitman lies.*





WALT  
WHITMAN





LIKE GULLIVER, MAN IS ASSAULTED BY A LILLIPUTIAN HORDE—THE DISEASE-CARRYING VIRUSES AND BACTERIA. VACCINES HAVE STOPPED SOME, LIKE YELLOW

# SCIENCE MOVES IN ON VIRUSES

THE excitement, rejoicing and confusion about the Salk polio vaccine have all been of such epic proportions that an even greater victory which it forecasts has been largely ignored. This larger victory, in which the polio fight has figured as a major engagement, will rout man's last intractable enemies in the world of germs, the viruses. Not simply polio, but measles, chickenpox, virus pneumonia, many of the "Virus X's" and other previously obscure diseases are yielding to the same weapons, which may also be effective against diseases that are now among the leading causes of death. Here, for the most part unnoticed by the public, is a medical revolution of the same order of magnitude as that which followed the discovery of penicillin.

What is a virus? Near as we are to defeating them, no one still can define them with any confidence. They differ in many ways from the bacteria and other "little animals" which have yielded to vaccination and antibiotics during the past century. Most of them are too small to be seen except with the super-powerful electron microscope and too small to be trapped even by the finest filters. It is debatable whether they are even alive: at least they lack most of the attributes of life, including the power of self-reproduction. Yet somehow, when one of them enters a living cell, it captures the cell's vital processes and converts these to its own use, forcing them to produce more virus and resulting in damage or death to the cell.

During the years ways were found to vaccinate effectively against some of the worst of the viruses, such as those that cause smallpox and yellow fever. Certain larger, virus-like agents called "rickettsiae" proved vulnerable to antibiotics. The larger number, however,

remained nearly or wholly unmanageable, chiefly because there was no way to isolate, study and produce them in the quantities and under the conditions necessary to manipulate them into safe vaccines.

It was six years ago when Dr. John Enders and his colleagues at Boston's Children's Hospital, Drs. Thomas Weller and Frederick Robbins, achieved the long-sought method: achieved it, moreover, with the most dramatic of all examples, the polio virus. But that was only the beginning. As Dr. Thomas Rivers, dean of American virologists and director of the Rockefeller Institute for Medical Research, said recently, the polio success "opened up a field of research in other virus diseases that stirs the imagination. In fact, that discovery has opened up more territory than we are likely to cover in a decade . . . the exciting promise of new knowledge here is beyond our present ability even to measure."

On the other hand, just as the fact that Einstein's  $E=mc^2$  did not materialize overnight in the atom bomb, so the Enders "tissue culture" method does not automatically dispose of the virus problem. As Dr. Rivers has said further, ". . . the development of a [polio] vaccine awaited the brilliance and perseverance of a Salk, and America came up with Salk." Dr. Salk not only performed—uniquely well—the difficult task of translating possibility into reality, but in the process developed techniques and hypotheses which may determine whether and how soon some of the other virus diseases will actually be brought under practical control.

The work on these other viruses is well under way—as is told later in this article. Dr. Salk would dearly love to get into these fields but





FEVER, AND PARTIALLY CONTROLLED OTHERS LIKE TYPHOID. BUT MANY KNOWN VIRUSES REMAIN TO BE CONQUERED WHILE UNKNOWN ONES TAKE UP THE ATTACK

## Dr. Salk's polio vaccine is not an end but only the first, brilliant triumph in the all-out assault on the myriad and still mysterious spreaders of disease

by ROBERT COUGHLAN

he must leave them to others, for the time being, while he devotes himself to clearing up unfinished matters on the polio vaccine.

The Salk vaccine, when properly made, tested and used, is both safe and effective—and nothing that has happened since the field trial results were announced in April has altered this fact. As for safety, although it may never be absolute, the vaccine carries no "risk that is tangible, or measurable to any degree." As for effectiveness, Dr. Salk believes that the vaccine "may ultimately be shown to approach" complete protection against all three polio virus types. He believes that it will give this protection for at least 30 months, probably for a good deal longer; in fact, he suspects that protection may last an entire lifetime. What he hopes to do is to verify these beliefs and theories by making all possible improvements in the present vaccine and by continuing and expanding his studies of vaccinated persons over a period of years.

### 'Famous like you and bothered'

It is related that Dr. Salk and his oldest son, 11-year-old Peter, were driving in the family car listening to a news broadcast when there came an item about Dr. Salk himself. Peter listened and then said thoughtfully, "Golly, Daddy, I'm glad I'm plain me instead of famous like you and bothered." The item indicates something about Dr. Salk's recent home life, which has been fragmentary, about Peter's judgment, which his father considered absolutely sound, and also about the future of the vaccine. Dr. Salk has indeed been "bothered," agreeably in some instances and less agreeably in others, and

improvements in the vaccine depend upon his being bothered less so that he will have the time to make them.

No vaccine is 100% effective and perhaps none ever can be, for vaccines protect by causing certain cells of the body to produce disease-fighting antibodies, just as these cells do when attacked by the disease, and the ability of humans to react in this way is a variable matter. Moreover, some strains within a given family of germs are mild and relatively harmless, while others are overwhelmingly powerful. If attacked by one of these extremely "hot" strains, a person with normally adequate protection could become ill. Therefore, there has never been any expectation on Dr. Salk's part of creating an absolutely 100% completely effective vaccine. In trying to make it as effective as any vaccine can be, he must deal with three interdependent factors. These are the "starting material" which is the virus itself, the possible methods by which it can be made safe for injection into humans, and finally the number and spacing of the injections.

The Enders tissue culture method gives him a choice of the "starting material": any of the hundreds of strains of polio virus that group together into the three family types. He must choose one strain of each type. Since the strains differ greatly in their ability to stimulate the production of antibodies, these must be ones that are strongly endowed in that respect. On the other hand, ideally they should have a weak ability to cause paralytic infection, so that if virulent particles find their way into the vaccine they could not do serious damage. Such damage was caused by some of the Cutter vaccine, and although the new testing procedures make it most unlikely that it will ever



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**THE AUTHOR** of this article, Robert Coughlan, this month won Albert Lasker award for medical journalism for "brilliantly expository article" on the polio vaccine, "Tracking the Killer" (LIFE, Feb. 22, 1954), which foretold the vaccine's success well in advance of field trial. Here Coughlan stands (right) with Mrs. Lasker and other award winners, Alton Blakeslee and Milton Silverman.

**VIRUS VACCINES** CONTINUED

happen again, human fallibility does not exclude the possibility. Therefore, low infectivity of starting material remains desirable. These considerations, which account for one of Dr. Salk's most active research programs, probably will result in the substitutions of other strains for one or more of those he is now using. The immediate objective is to find a substitute for the "Mahoney" strain in Type I. It has excellent antibody-stimulating powers but is exceptionally virulent, and in all likelihood another, less tricky one can be found that will do the job as well or better.

Once the strains are selected, the second step in vaccine research is to process them and arrange them into a formula that gives the best results in laboratory animals and finally in children. As Dr. Salk has said, "The method is very much like the one a housewife uses when she wants to prepare a new dessert, say a cake. She starts with an idea and certain ingredients and then experiments, a little more of this, a little less of that, and keeps changing things until finally she has a good recipe. In the process she will have deduced certain universal laws which govern such things. From them, she can go to make further improvements during the years." Dr. Salk and his group have already made improvements that increase the antibody-stimulating power of the present vaccine considerably above that of the 1954 field trial vaccine, and he believes that further improvements can be made.

Even after manufacture of the essential vaccine material the possible difficulties are not ended, as the field trial experience showed. Variation in the effectiveness of vaccine lots is normal and perhaps inevitable, but some of the trial lots were outlandishly off the norm. The trouble was found in a substance called merthiolate, which had been added as a preservative. Over a period of time, so imperceptibly at first that no one noticed it, this weakened the vaccine's potency.

This misfortune, Dr. Salk believes, largely explained a discrepancy in the general results of the trial. Against virus Types II and III the vaccine scored about 90% success, but against Type I—the type that causes most of the paralytic and fatal cases of polio—it was only 60% to 70% successful. The merthiolate, it was learned, weakens the Type I component of the vaccine first, then Type II and finally Type III. Once the trouble had been diagnosed, technicians corrected it by adding a chemical called versene which counteracted the effect of the merthiolate.

However, as Dr. Salk has taken pains to point out, there is another and more important reason why the field trial figures by no means measure the full potential effectiveness of the vaccine. It relates to the "booster effect": the immunological principle that once the antibody-producing mechanisms have been stimulated by a disease or a shot of vaccine, they become sensitized and react to a later invasion of the disease or a second or third shot of vaccine with a more vigorous output. That is why so many vaccines are given in series of shots. Although this is a common principle, each disease has its own peculiarities. In practice the booster may



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CONTINUED ON PAGE 127



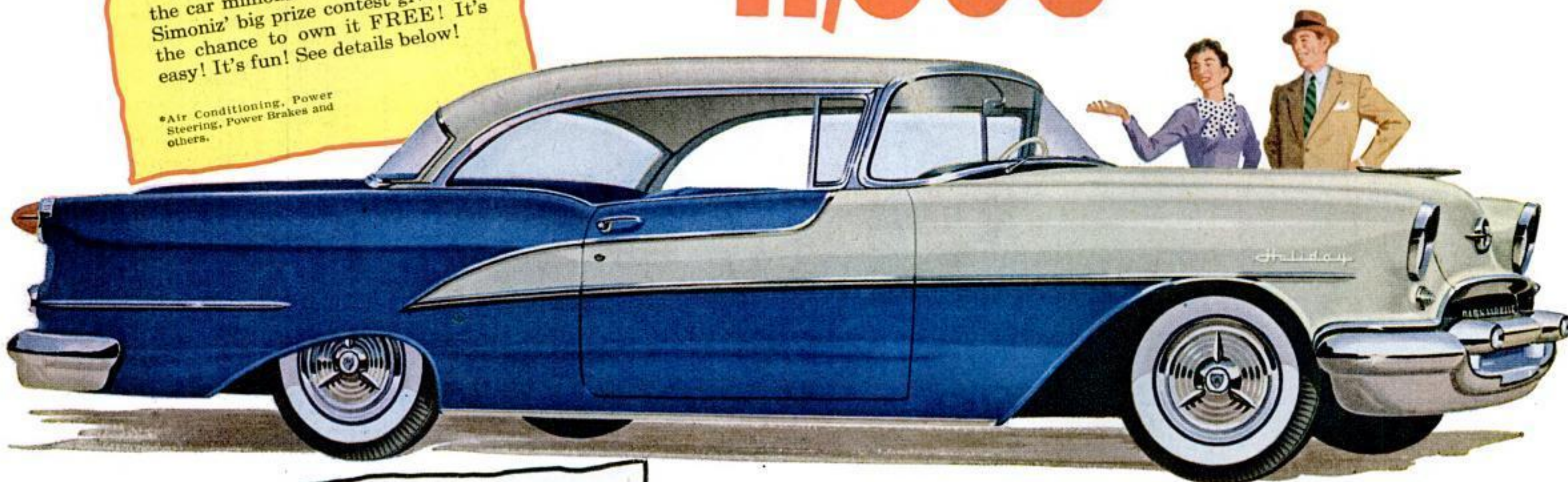
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**ANTIBODIES IN ACTION**, shown here in artist's conception, are built up in the bloodstream by a vaccine to combat the army of invading virus (left).

## VIRUS VACCINES CONTINUED

work very well, fairly well, or even not at all. And the full effect, whatever it may be, depends upon spacing the intervals between shots properly.

It was necessary, of course, to work out these variables for polio, and Dr. Salk and his team began doing so in monkeys and mice and later in groups of children. Even before the 1954 field trial it was clear that the children differed from the animals in their responses. The animals reacted fully within weeks, while the children seemed to take months. But there was little time before school was out, so the trial went ahead on a condensed schedule, with three shots close together. This, he knew, would prove little or nothing about the booster effect, but it would at least test the effect of primary immunization. Meantime he continued his studies of the booster effect.

His findings caused a drastic revision in this year's program for it turned out that in humans it takes at least seven months for the antibody-producing mechanisms to become fully sensitized and "hyperreactive." At the seven-month interval antibodies were sent soaring to a truly astonishing level: as high or even higher than that following infection with the actual disease.

It is on this basis—plus, of course, the gains in stability and higher potency—that Dr. Salk believes the vaccine may ultimately give something approaching complete protection against all three virus types. The children who received unweakened vaccine last year and who are being given a booster this year should theoretically become immune a week or two thereafter. Children being vaccinated now with the two "primary" shots are not immune, as Dr. Salk emphasizes, and will not be until they receive their boosters seven months from now. But meanwhile they will have a very substantial degree of protection (as much as all three shots gave last year) from the two primary shots.

The discovery that hyperreactivity for polio takes at least seven months to develop in humans sheds light on Dr. Salk's biggest unfinished problem; how long will the protection from his vaccine last? The generally accepted theory is that as long as there are antibodies in the blood stream there is protection, and that there is a significant amount of protection even when the antibodies have almost disappeared. Accordingly, with the extraordinary level of antibodies attained from the booster, it should take a long time—a matter of years—for the level to fall below the protective mark. And in fact, among a group of his experimental vaccinees who have been properly "boosted," Dr. Salk has found high antibody levels lasting for two and a half years so far. These levels are declining so slowly that it seems probable they will give protection for years more.

Actually Dr. Salk suspects that the immunity may last for a lifetime, even though antibodies finally disappear from the blood. This is deduced from the fact that Type II polio causes a few Type I antibodies to be formed; that the latter finally disappear but come back so strongly after a shot of vaccine that they evidently are the result of the booster effect; and that hyperreactivity *can*, therefore, exist even after antibodies have faded away. Dr. Salk's tentative evidence indicates that his vaccine sensitizes the mechanisms to do this same job. Proof or refutation must await the passage of time, of course, until vaccinated children whose antibodies have disappeared have been exposed to the disease in the natural course

CONTINUED ON NEXT PAGE

Says the girl without "deodorant doubt"

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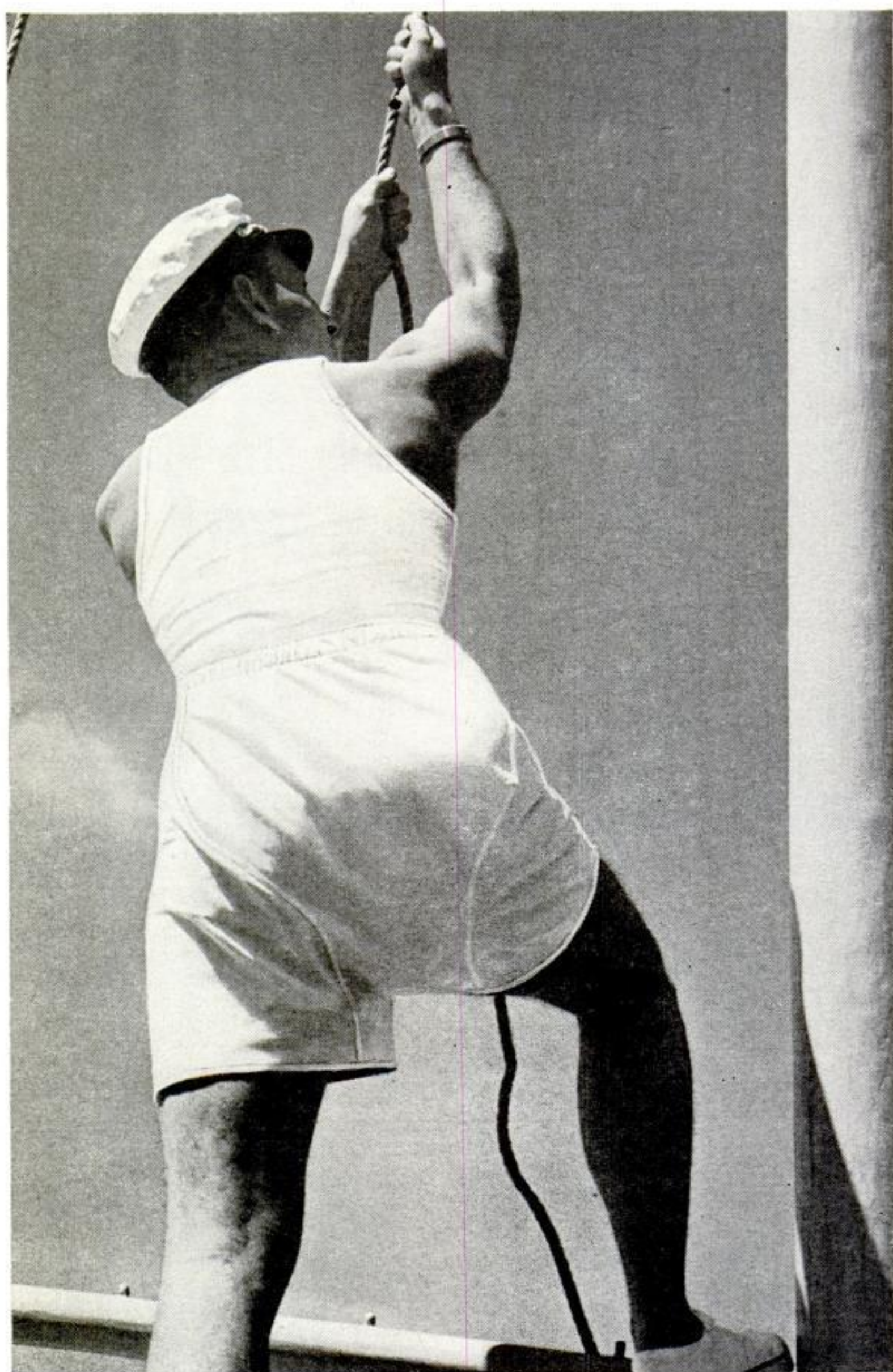
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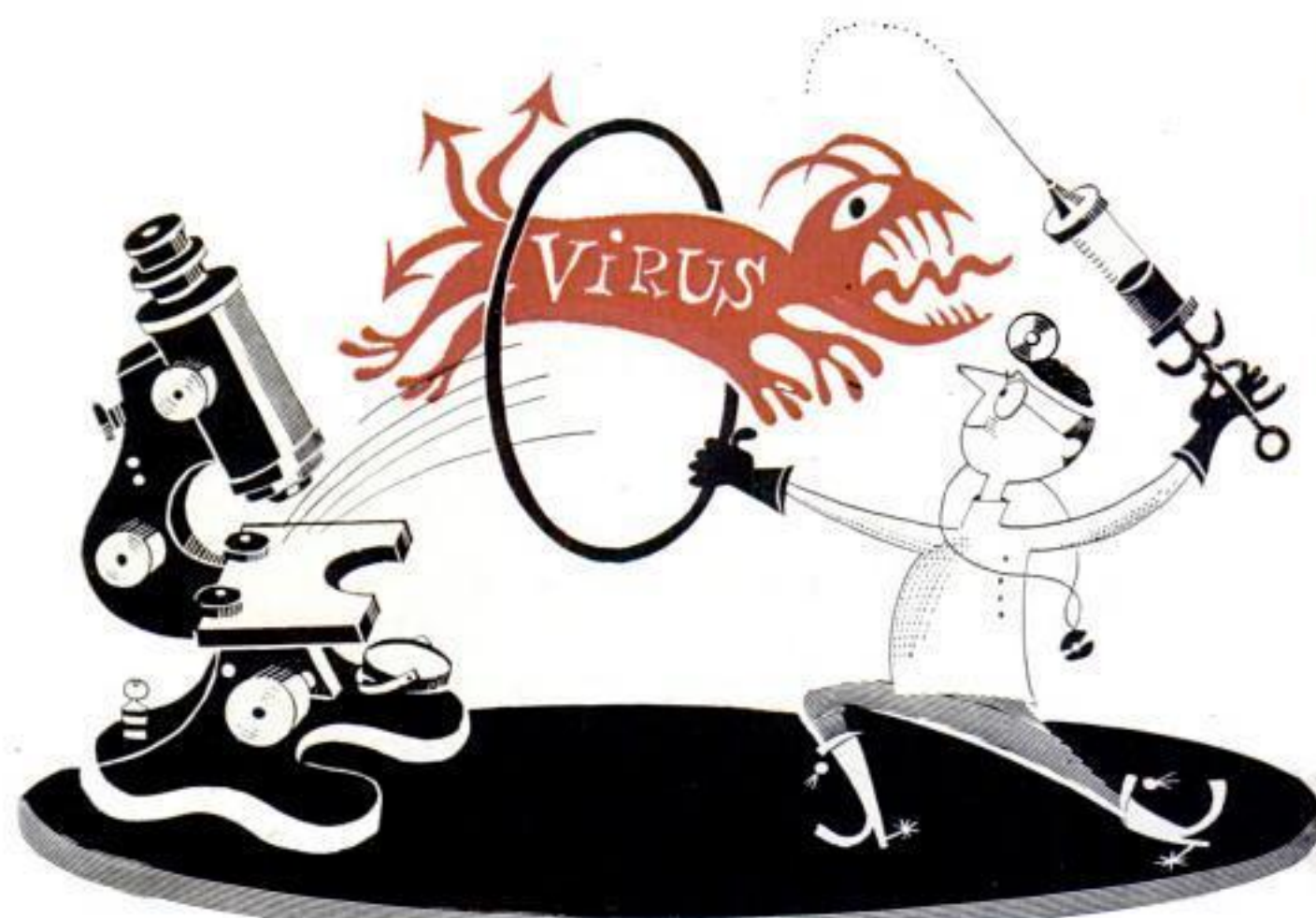
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'TAMING' A VIRUS, which weakens it to point where it cannot cause disease but can still create antibodies, is one way of making vaccine. This "live" virus technique may be used in future vaccines instead of Salk's "killed" virus.

### VIRUS VACCINES CONTINUED

of their lives. If indeed they have achieved the hyperreactive state, according to this theory they will not get polio.

Now all of this is very encouraging so far as polio is concerned, but the reader may well wonder what it has to do with the great expectations which have been raised about the other virus diseases. The answer rests on the fact that once a virus has been cultivated in pure and ample form, as most of them now can be by the Enders tissue culture method (the virus or viruses of hepatitis are a notable exception so far, but probably will yield), there are two ways to go about making a vaccine. One is to try to tame it down by getting it to take hold in an "unnatural host," an animal or perhaps a chick embryo. The first law of nature being survival, the virus adapts itself to life in the new circumstances, and in so adapting it changes so that it loses its virulence for its natural host, which in the case of polio is man. Dr. Edward Jenner happened on this principle when he observed that milkmaids who contracted cowpox (the form that smallpox takes in cows) were immune to smallpox. By giving people injections from the blisters of infected cows he performed the first vaccinations. The idea was derided and resisted for many years, but finally—after the underlying principles were worked out by Koch and Pasteur—became a leading tool of preventive medicine.

The other method has been somehow to "kill" or inactivate the germ so that it loses its power to infect but not its power to stimulate the production of antibodies. This too was tried early but it became a more practical possibility as a better understanding of chemical and physical reactions was reached. It has never quite achieved full acceptance, partly perhaps because of the weight of tradition, but also because of the generally better results that have been attained with taming, as evidenced especially in the yellow fever vaccine, a "live" agent that gives nearly complete and lifelong protection. Consequently, when Dr. Enders and his associates succeeded in growing the polio virus in safe and manageable form, many people assumed that an effective vaccine would have to wait on the taming of the three types of polio virus.

Dr. Salk tried both the "live" and "killed" methods. "There were no preconceptions," he has said. "This was simply the scientific method. Experimental data led us to certain conclusions—it was that simple and that complicated." These conclusions were that the "killed" virus method might not only match the results to be attained with the long-drawn-out "live" method but might even exceed them. Dr. Salk and his group proceeded to explore the "killed" method fully, with the results just described and with implications of great importance.

For if a killed vaccine can give good and long-lasting protection against polio, there are a number of other virus diseases which may yield equally well. The poor performance of killed vaccines in the past, Dr. Salk believes, has not been because of any limitations inherent in them but because of errors in the way they are made or administered. If properly manufactured, he thinks, and if given at proper intervals so as to take full advantage of the booster effect, they should be able to create immunity at least equal, both in degree and duration, to the immunity conferred by the disease itself—the "convalescent immunity" which has always been considered the ultimate—or by the "live" vaccines which simulate



this. As for the medical truism "There's no immunity like convalescent immunity," he once commented, "That's like 'There's no business like show business'—the two statements are about equally unprovable." The next few years in vaccine research, he thinks, will be a period of "destroying existing images and upsetting prejudices."

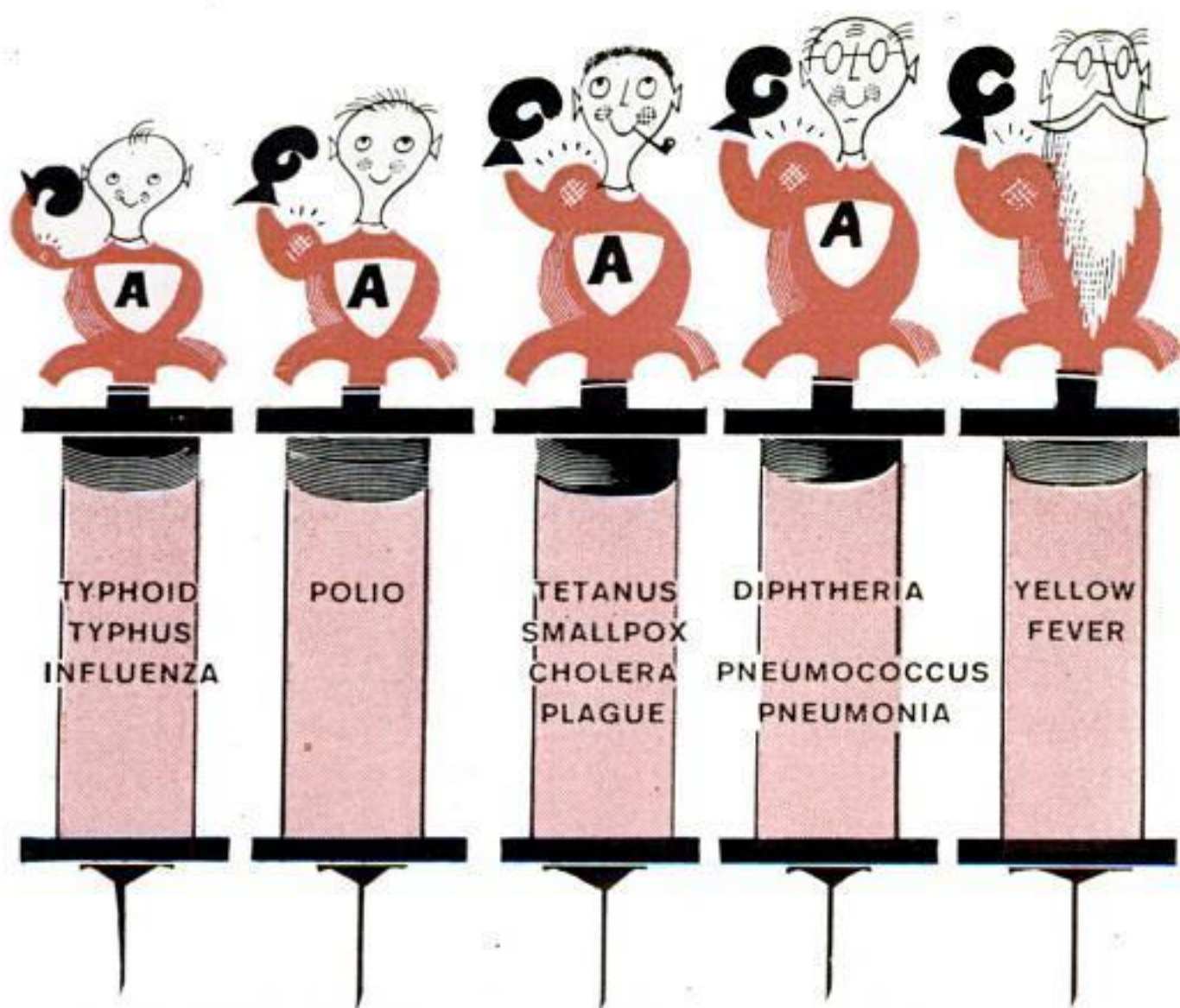
In the long view of history, those few years may not count so much, but in the here and now they could count a great deal. The vaccinated children who will *not* get polio this year, the next, and through some indefinite future will have Dr. Salk's "brilliance and perseverance" to thank. It is easy enough to say that if he had not created his vaccine someone else would have done the job. The fact remains that he did it, while others did not, and that if the world had waited for the proponents of the live-virus theory to prove the superiority of their method (as someday they may) it would have been at the cost of thousands who in the meantime would have been crippled or killed for lack of any protection. And if Dr. Salk, by advancing the technology of the killed-virus method, has advanced the date at which other offspring of "tissue culture" can be turned to practical use, he deserves the extra gratitude of his fellow men.

One has only to realize what has been accomplished in the six years of the "tissue culture era" to imagine what may lie ahead. For instance, it now seems almost certain that the measles virus has been captured. This is a more important matter than it may appear, for although measles ordinarily is a mild disease its complications can be extremely serious: it actually ranks not far behind polio in the number of children it injures or kills. Like all true virus diseases it is unaffected by medicines, nor has there been any preventive available except the brief protection from shots of gamma globulin, the blood fraction that contains antibodies from people who have recovered from the disease.

For many years measles has been a primary target for immunologists. Last year, with material from measles patients, Dr. Enders and Dr. Thomas Peebles were able to establish a likely looking virus in tissue culture. The second step was to see if measles antibodies killed it. They did. The next stage was to try to produce the disease in animals. Drs. Enders and Peebles called upon that familiar research helper and great human benefactor, the rhesus monkey. Disappointingly, none got measles.

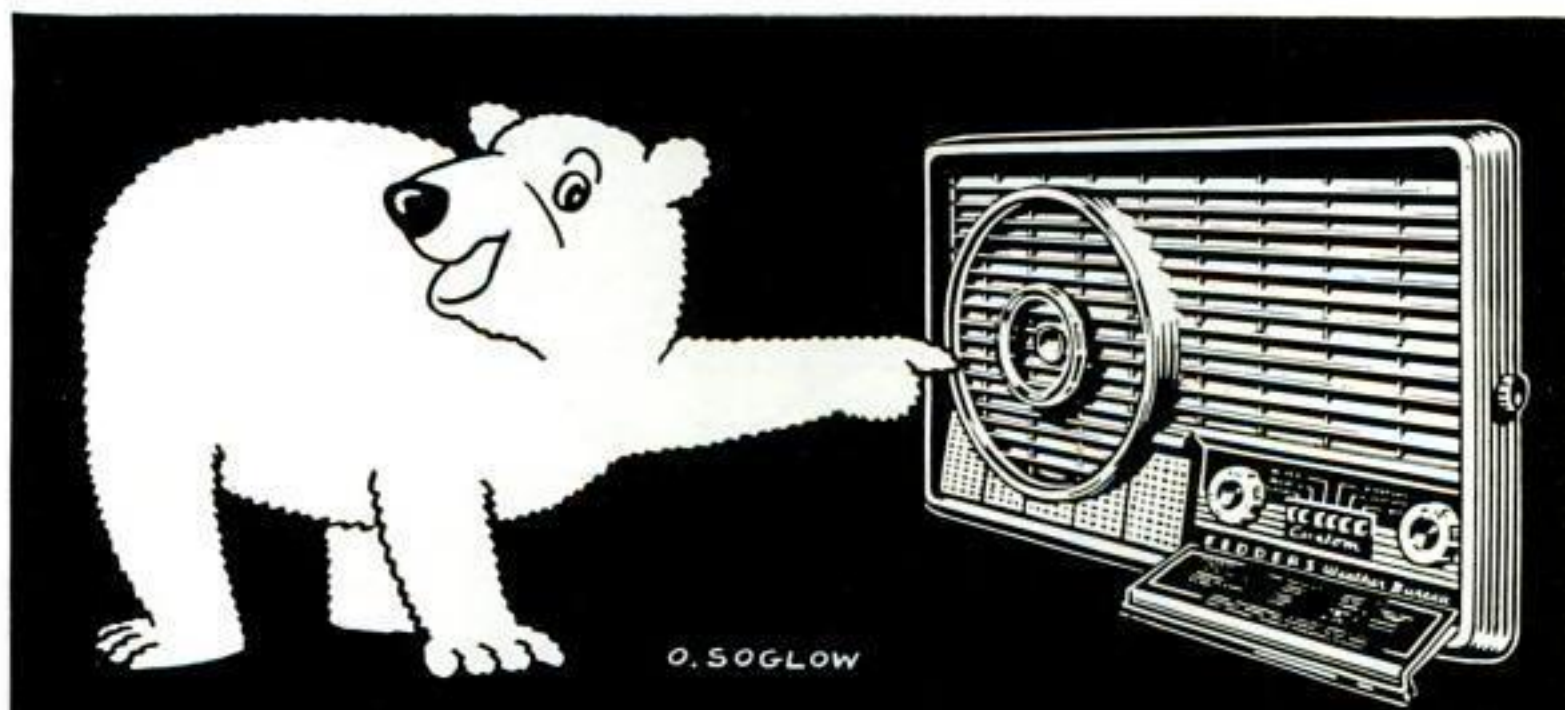
The reason, Dr. Enders now realizes, is that rhesus monkeys have a taste for civilization: in their native India and southeast Asia they live near villages. Consequently they pick up measles from humans and arrive here already supplied with antibodies and hence with immunity. But cynomolgus monkeys, the kind that inhabit the Philippines, prefer the jungle solitudes and remain uninfected. When Dr. Enders and his team switched their experiment to them, the clinical symptoms of full-blown measles appeared. "And that," he says, "convinced me that we really had our hands on the virus." He has not gone ahead yet to try making vaccine

CONTINUED ON NEXT PAGE



**LENGTH OF IMMUNITY** given by various vaccines depends on the time that antibodies remain plentiful. Doctors are still very uncertain about periods of protection but think vaccines at left have short-range effectiveness, polio shots may be effective two years (possibly much longer), middle group gives several years' protection, diphtheria and pneumococcus pneumonia vaccines last five years or more, and yellow fever vaccine possibly protects for a lifetime.

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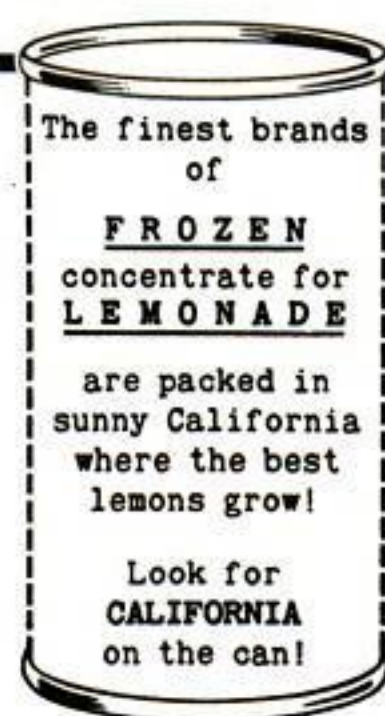
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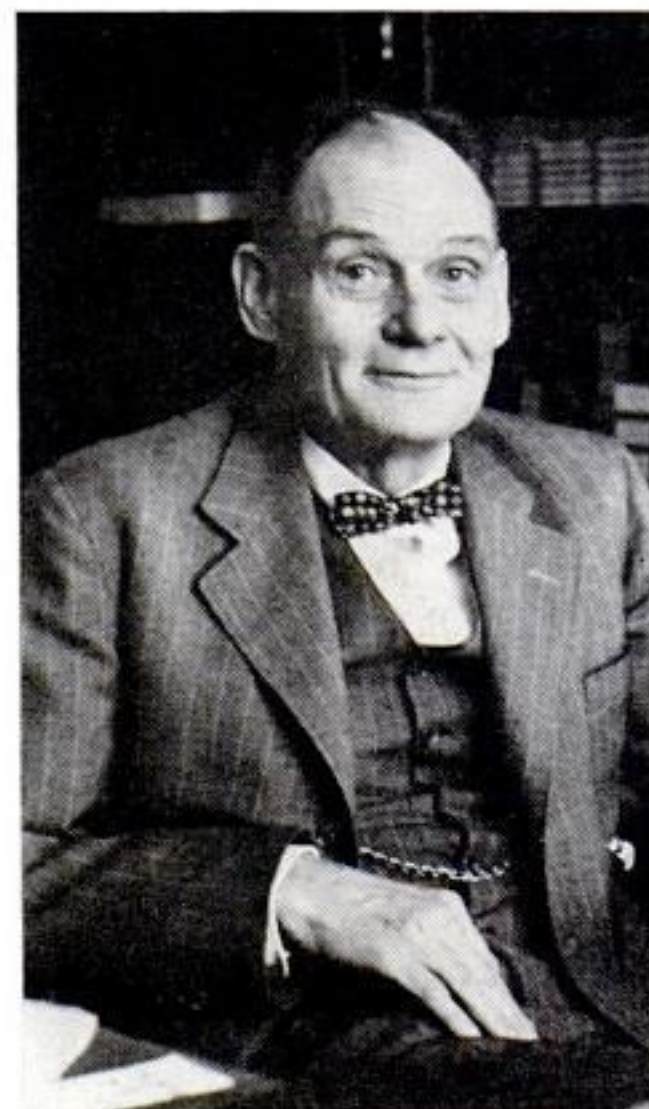
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**VIRUS PIONEERS** are Dr. John Enders (left), who perfected tissue culture method of growing virus, and Dr. Jonas Salk, who used method for vaccine.

### VIRUS VACCINES CONTINUED

—"there are so many headaches in this vaccine business"—but probably will do so, and he has supplied virus samples to a number of other laboratories for vaccine studies. There is no predicting how soon an effective vaccine will be ready for general use. A government scientist said recently, "The measles picture is about the same as polio was in 1950. It's a matter of medical engineering. What it needs is another Salk, but there aren't many of those."

Dr. Enders' colleague Dr. Weller had meantime been working on another bane of childhood, the chickenpox virus, and now has it isolated and growing in tissue culture. Interestingly enough, he has also been able to isolate and culture the virus of *herpes zoster*—shingles—and to confirm an old medical suspicion that the two viruses probably are one and the same, although their symptoms are radically different. From this it seems to follow that shingles, a disease of adults, represents in them a long-delayed "relapse" to a childhood infection with chickenpox. That is, some of the chickenpox virus may remain in the body in a dormant state all through life, and in shingles victims it is reactivated by some undeciphered circumstances that result in a local breakdown of immunity.

A more familiar example of this local breakdown phenomenon occurs with the virus that causes cold sores. This also stays dormant in the body until a bad cold, too much sun, fatigue or something else triggers a collapse of immunity in the nose or mouth, very often at the same spot each time.

With shingles, the breakdown occurs in the skin and nerves, generally around the midsection of the body. It is an extremely painful and unusually stubborn disease and not a rare one. Obviously there can be no such relapse without prior infection, so Dr. Weller's work, when and if it results in a chickenpox vaccine, has the potentiality of defeating both diseases at one blow.

Possibly the most important recent triumph of tissue culture has been the discovery of the "APC" viruses, the villains in many of those "nonspecific upper respiratory" or Virus X infections that are among man's commonest afflictions. As sometimes happens, the scientists who found them had started out to look for something else.

The material ordinarily used for growing viruses in tissue culture is monkey kidney cells. But the supply of monkeys is undependable. Moreover, even the most highly refined vaccine is bound to contain some traces of protein from the material in which it is grown. The possibility exists that monkey proteins repeatedly injected into humans could cause an allergic reaction. There is good evidence that they will not; still this factor might become important if the Salk vaccine turns out not to give long-range immunity and many repeated boosters become necessary.

Furthermore, some viruses are quite difficult to raise in anything but human cells. The polio viruses and many others grow nicely in a strain of human cancer cells called "HeLa" (a combination of the first letters of the name of a Baltimore Negro woman who died of cancer and from whom the original cells were secured), and these consequently are extremely useful for laboratory testing, but no one would risk using such material for vaccine

CONTINUED ON PAGE 133





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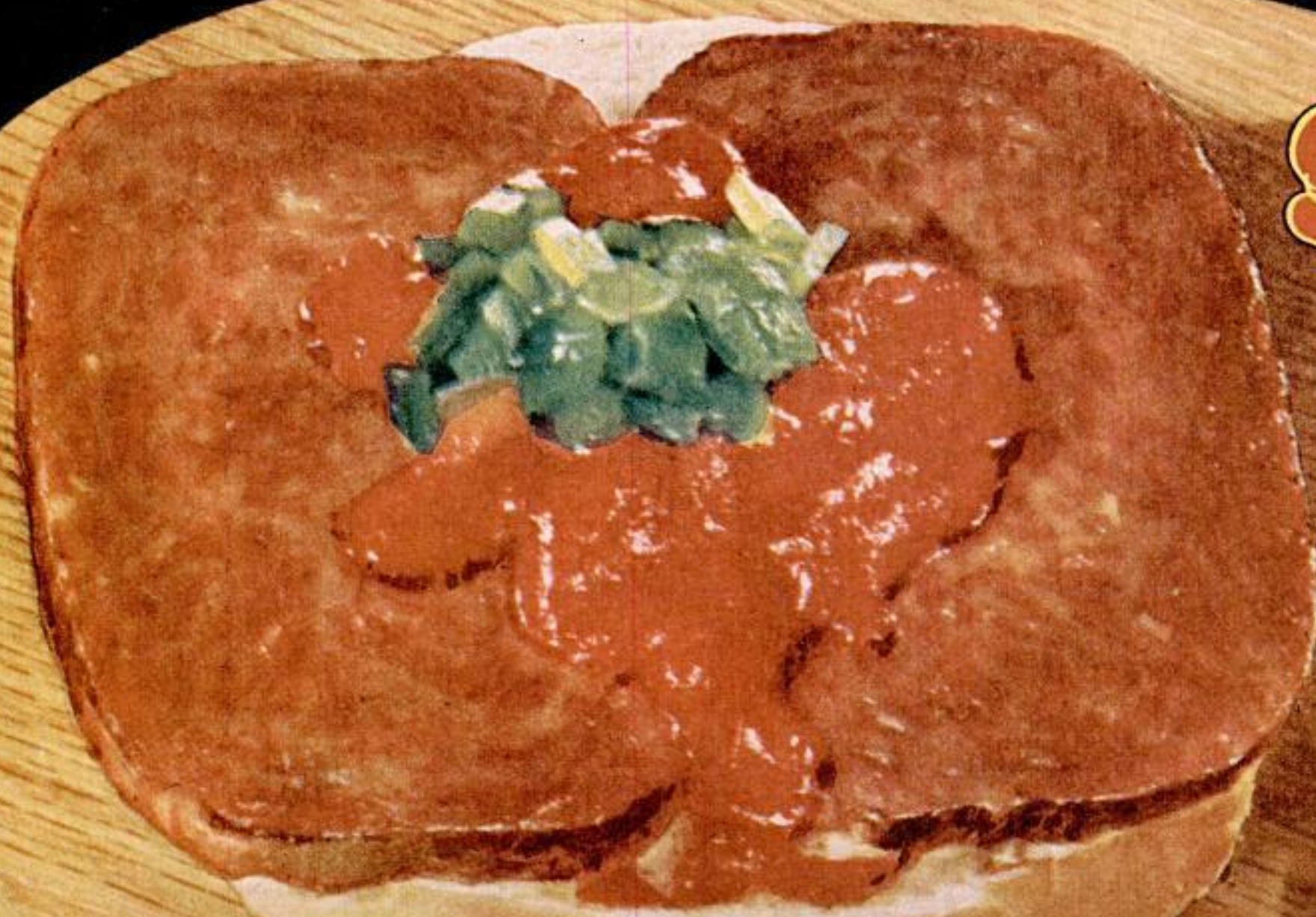
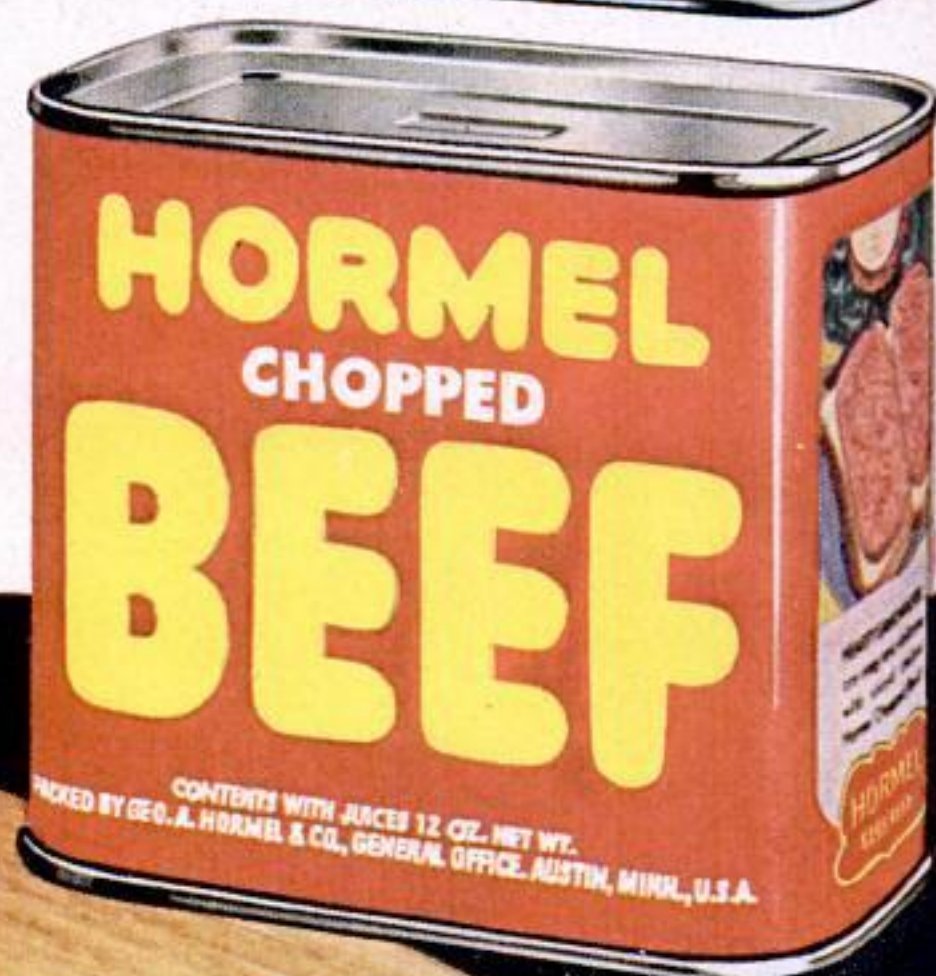
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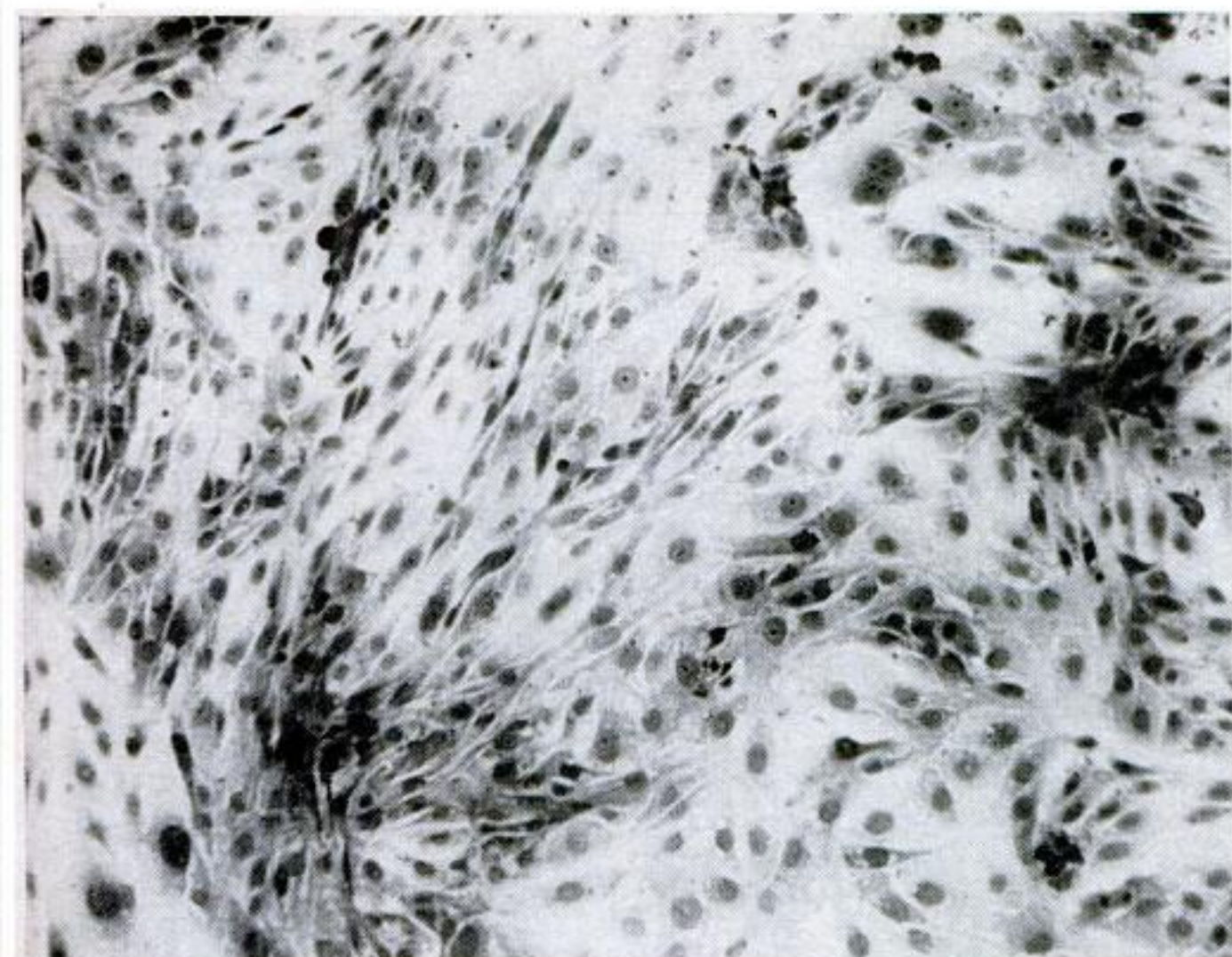
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THE "HELA" CELLS serve as an excellent medium in which to grow the polio virus and are therefore invaluable for laboratory research purposes, but because they are derived from cancer cells, they are never used in production of the vaccine. Cells above (the nuclei show as gray circles) are in solution containing both polio virus and polio antibodies which keep the cells alive.

#### VIRUS VACCINES CONTINUED

manufacture since possibly it could cause cancer. For these reasons, the most urgent problem in the tissue culture field has been to find a strain of "normal" human cells that would reproduce rapidly—"grow like wheat," in Dr. Ender's phrase—and on which viruses would thrive. Happily, the problem now seems to be on the verge of being solved by several research groups.

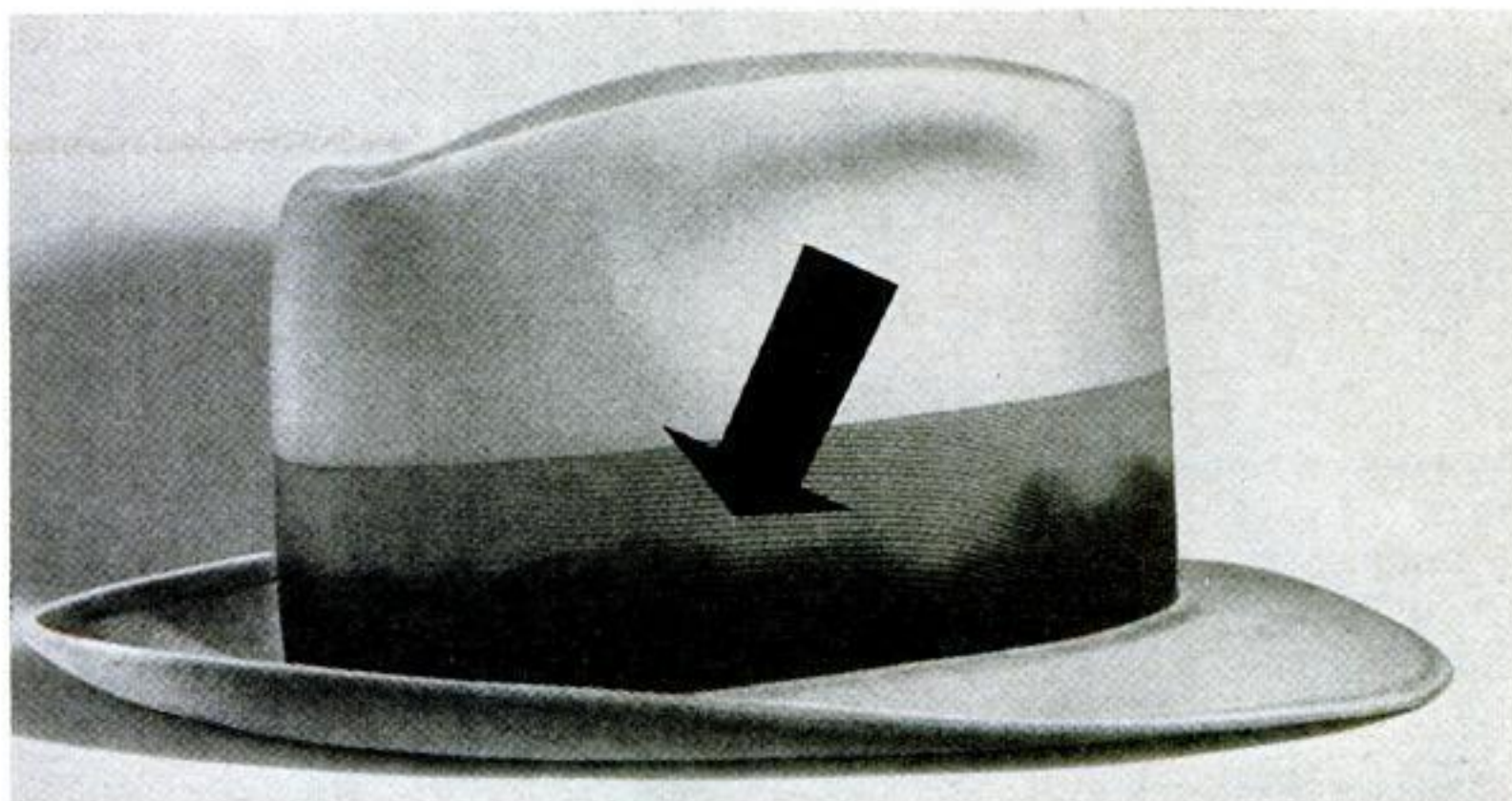
In 1953 the search had engaged a group of scientists at the National Microbiological Institute led by Drs. Robert Huebner and Wallace Rowe. Among various human tissues they tried were freshly removed adenoids. These did not always thrive: a large portion of them (62% of the specimens) began to degenerate exactly as if they were being attacked by a virus. Since no virus had been put into the cultures, it was evident that some must have been there to begin with. The researchers harvested the unknown agent and passed it through a series of cultures to study it further, and finally came up with a well-defined, previously unknown virus which they labeled "A.D." for "adenoid degeneration" agent. Cheered by their discovery, they set about exploring the upper respiratory tract for other strange viruses, and from tonsil clippings and throat swabbings they soon began to find them.

At about the same time Dr. Maurice Hilleman and his assistant, Jacqueline Werner, had been engaged on a serious problem of military medicine: the peculiar fact that a great many inductees had been coming down with disabling respiratory ailments a few months after entering the services. Since all these men had received influenza vaccine the disease could not be flu—unless, of course, it was some variant that had not been included in the vaccine. After much testing in tissue culture they came up with the most common cause, a previously unknown virus which they named RI (for respiratory infection)—67. Hearing of the work of the Huebner-Rowe group, they sent a sample of it to them. Upon comparison, RI-67 turned out to belong to the same general family of viruses as the A.D. Later on, Colonel T. O. Berge of the Army Medical Service isolated a somewhat different virus from recruits on the West Coast and sent it along. It fitted into the family too, as did another oddity which had been isolated from a patient with a disease that resembled roseola, a disease of infancy, and which had been reported on by Dr. Enders and Dr. Franklin Neva.

The picture has continued to grow until by now 11 related but distinct virus "types" have been found. Singly or in combination they cause many diseases of the upper region, ranging in seriousness from "pink eye" or acute conjunctivitis through "virus sore throat," tonsillitis, stuffy nose, pharyngitis and hoarseness to the alarming "virus pneumonia" and nondescript "acute respiratory diseases." Adenoidal degeneration no longer seemed adequate as a description. So now they are known under the catchall label of adenoidal-pharyngeal-conjunctival viruses or APC for short.

The common or runny-nose cold virus has not turned up among them yet. Actually it is not at all certain that there is such a virus: the effect may be primarily an allergic reaction to other

CONTINUED ON NEXT PAGE



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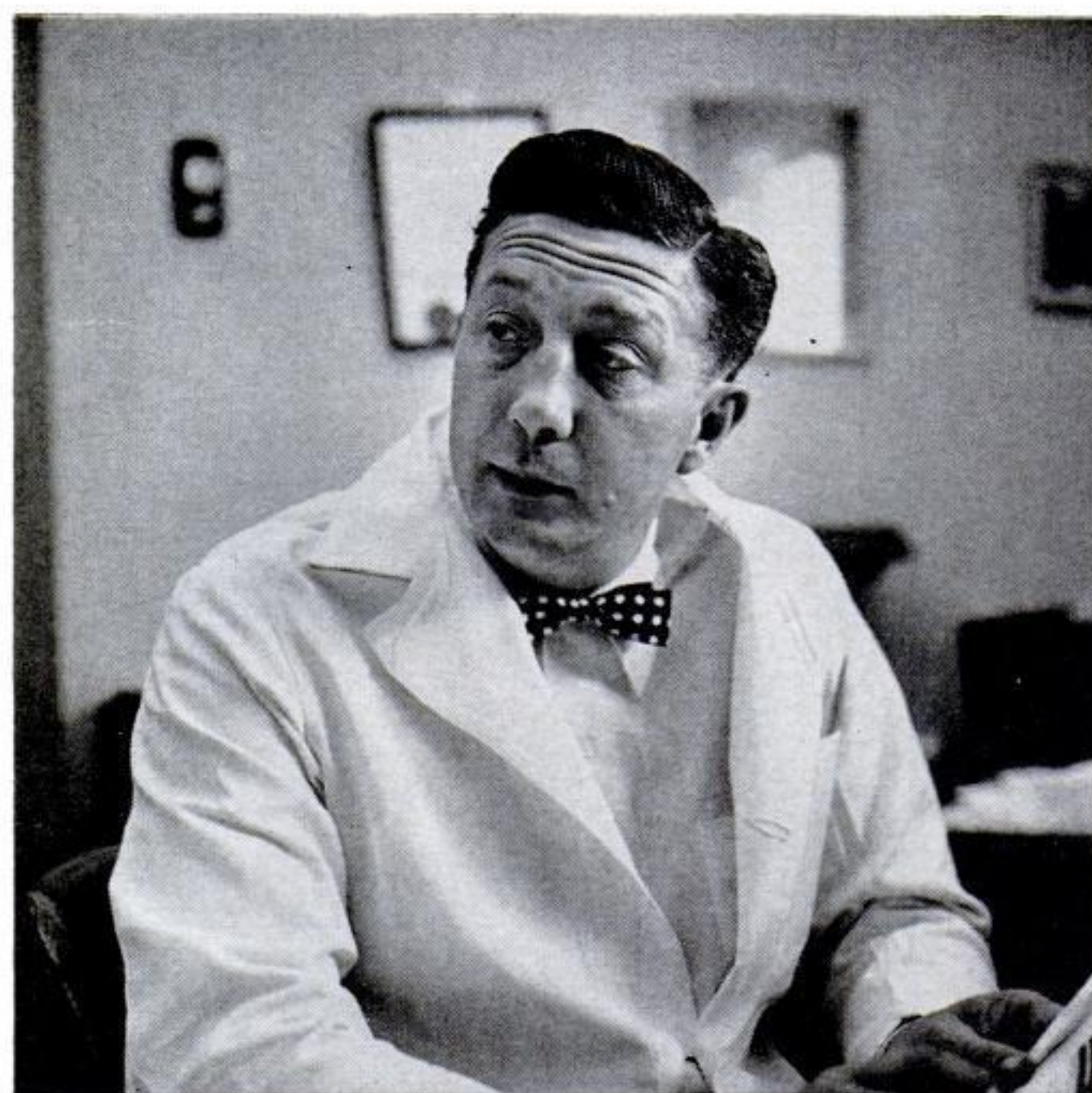
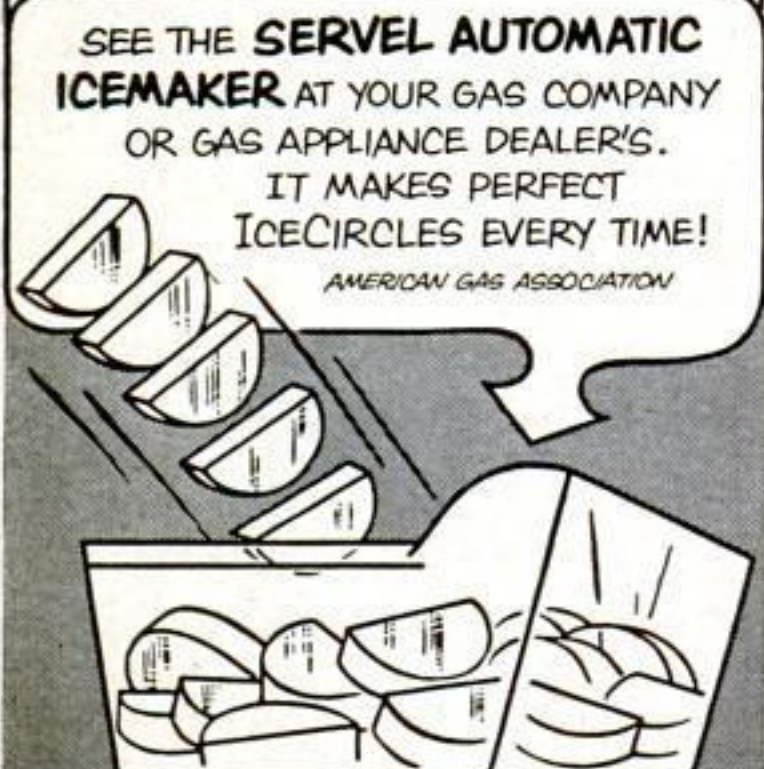
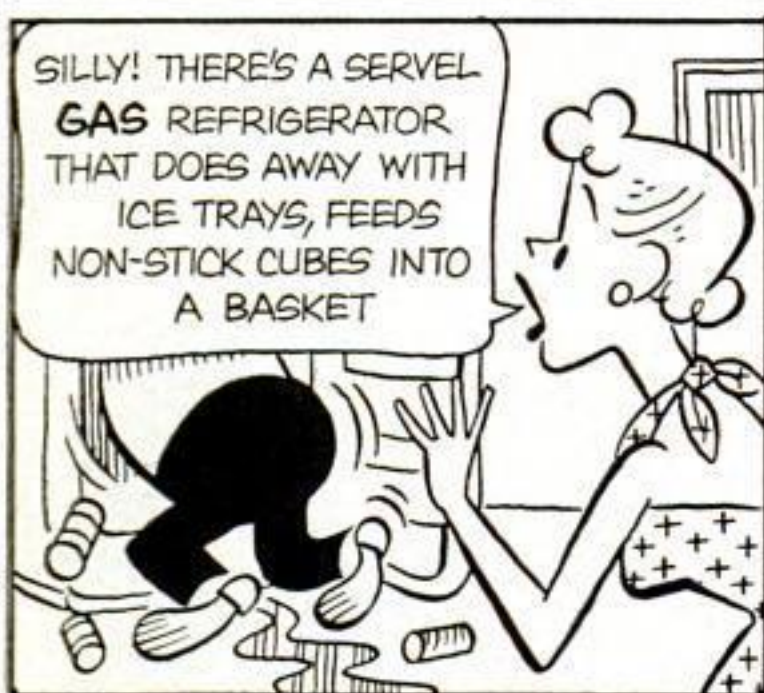
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**VIRUS HUNTER** Dr. Robert Huebner has led search for the APC virus family which is responsible for tonsillitis, "pink eye" and various respiratory diseases. He is already testing a new APC vaccine on volunteer prisoners.

#### VIRUS VACCINES CONTINUED

viruses. But if a common cold virus does exist, there is a very good chance that it too will be found.

Meantime the Huebner-Rowe group has made a "killed" vaccine from the third type member, which seems to be most widespread and to cause the broadest spectrum of disease, and is testing it on volunteers at the Chillicothe federal prison. They already know that antibodies caused by natural encounters with the various APC viruses protect against these viruses for several years. If the vaccine produces antibodies, they will be on their way toward ridding mankind of a large burden of misery.

Measles virus, chickenpox virus, the APCs—these are only the current outstanding examples, along with polio, of what this new tool can uncover. It will be useful also in re-examining and improving the effects of existing virus vaccines. And it has already produced an astonishing array of hitherto unknown viruses. At the last official count, 356 new virus strains had been found merely in the course of polio research: how many more exist is anybody's guess. They arrive so fast that researchers have had no time to keep up with them and have no idea what most of them do. Dr. Joseph Melnick of Yale has given them a name that has caught on, "orphan viruses," and refers to them as "viruses looking for a disease."

The National Foundation for Infantile Paralysis recently held a conference of virus researchers to compare notes on these "orphans," for they give promise of clearing up a perpetual source of confusion about the polio vaccine. For example, last year in Massachusetts 44 children who had received the trial vaccine came down with a disease clinically diagnosed as polio. But polio virus was recovered from only three of them. Most or all of the others had some other polio-simulating, unidentified germ or germs. This year, again, there are already many such cases. In all likelihood some of the "orphans" are involved.

Probably, like the APCs, the many strains will eventually fall into family groups. An informed guess places the number of such families at about 35 or 40. A good many of these, in turn, doubtless will prove to be harmless to man, just as many of the bacteria are harmless, or even helpful, to him. But others may well turn out to hold the answers to some of medicine's most important unsolved problems.

Dr. Huebner, who as head of the virus section of the National Microbiological Institute combines the objectivity of a scientist with that of a responsible public official, nevertheless gives way to excitement when he thinks about this. "I wouldn't hesitate," he says, "to go into any field of medicine where they don't have a clear cause-and-effect relationship and look for virus agents. For instance, the degenerative diseases—the examples of human erosion.

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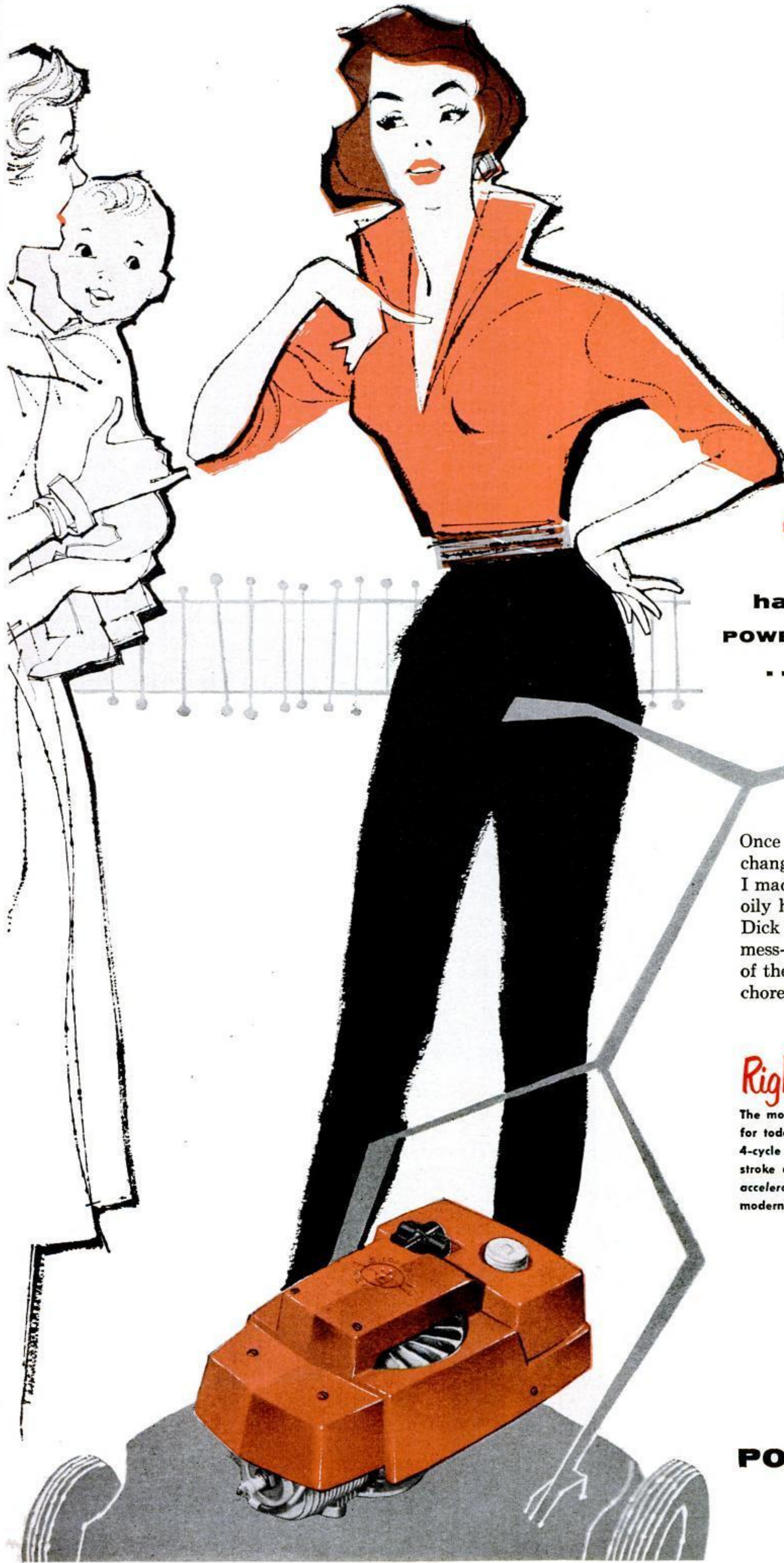
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## VIRUS VACCINES CONTINUED

When I was growing up on the farm I saw that land erosion was the result of little, individual drops of rain, all adding up finally to a gully. Human erosion isn't a simple thing: it's the result of the interplay of many factors, many raindrops, but I strongly suspect that among them are the virus agents."

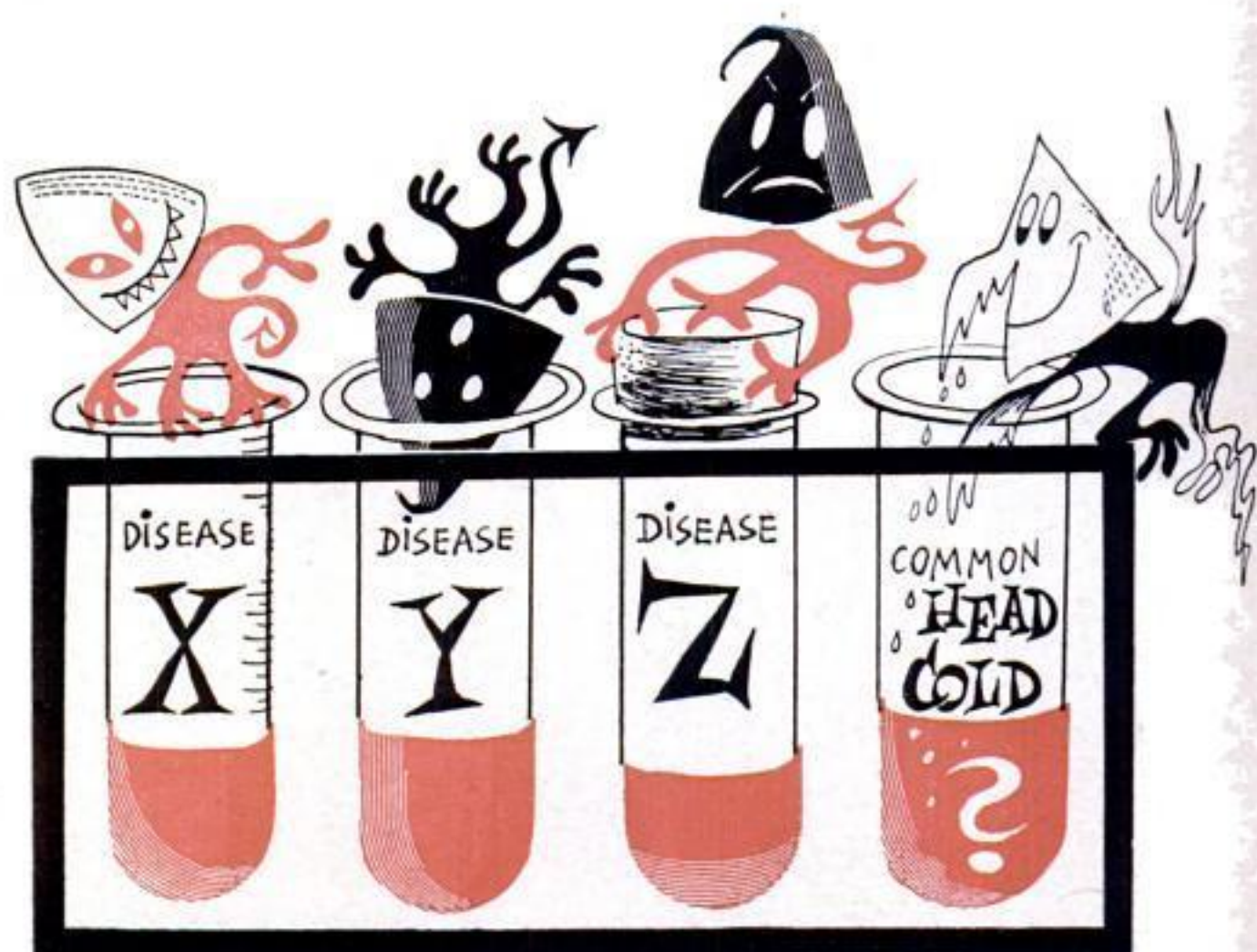
He has the same suspicion about some forms of cancer. He has nothing to report on this matter yet but, working with experts at the nearby National Cancer Institute, he and his staff are examining cancers in tissue culture to see what viruses may reside in them. They are also injecting viruses into cancers, hoping to find some which will destroy cancers—just as the polio viruses, for instance, choose nerve cells as their natural prey—but will be harmless to the rest of the human organism. These ideas are, of course, entirely speculative so far, but from such speculations come the great advances in medicine.

They have already caused virologists to look into the future and find there a new worry. How, they ask themselves, will the individual human being be able to take advantage of all the immunities they can give him? People dislike being stuck with a needle, and three kinds of vaccine per injection is about the limit that anyone can tolerate comfortably or use effectively. But there are many virus diseases and some can be caused by many immunologically different virus types, just as polio can be caused by any of three types. Take "herpangina," for instance, one of the "new" diseases, a usually mild but sometimes alarming summer ailment common among children. It was linked to one division of the "Coxsackie" family of viruses discovered a few years ago at Coxsackie, N.Y. and since proven to exist everywhere in the world. This division contains eight distinct types, which means that a child can get herpangina eight times before acquiring solid immunity. It means also that he would need to be vaccinated with all eight types to get the same result. And this is only one, rather unimportant disease.

No one has the answer to this problem. But there are good grounds for thinking that it will be solved, and that it may be solved in such a way as to revolutionize virus immunology entirely. The highly respected Dr. Thomas Francis Jr., who headed the evaluation of the 1954 polio field trial, has led in developing theoretical principles to cope with it. As one possibility, he suggests that viruses might be broken down to obtain whatever it is in them that stimulates the body to produce antibodies. These "essential components" may turn out to be much the same for many kinds of viruses, and if so could be combined into a single shot to cover a wide range.

A second possibility is to use chemical or antibiotic "inhibitors": some substance that will alter the metabolism of the body's cells in such a way as not to damage them but to interfere with their ability to create viruses. Such a substance might be added routinely to drinking water, as fluorine often is to prevent tooth decay, or perhaps added to the salt or sugar, and thus be taken in as part of the daily diet.

Man's war against disease will never be finished. But here, clearly enough in view so that Dr. Francis calls it "possible and probable," may lie the chance for total victory over the most elusive and damaging of all the invisible creatures that are—except for man himself—man's worst enemies.



**TARGETS OF THE FUTURE** are the unknown viruses, some of which have been isolated but not identified. If viruses turn out to cause the common cold and the other mystery diseases, vaccines would be theoretically possible.





## turn on spring ...all year 'round

Everybody knows what air conditioning can do for you on a hot day . . . when the mercury soars, when you sit indoors and swelter.

You turn the switch on an air conditioner . . . and gentle Spring replaces broiling Summer. Zephyrs invade your home. Coolness returns miraculously to cater to your comfort.

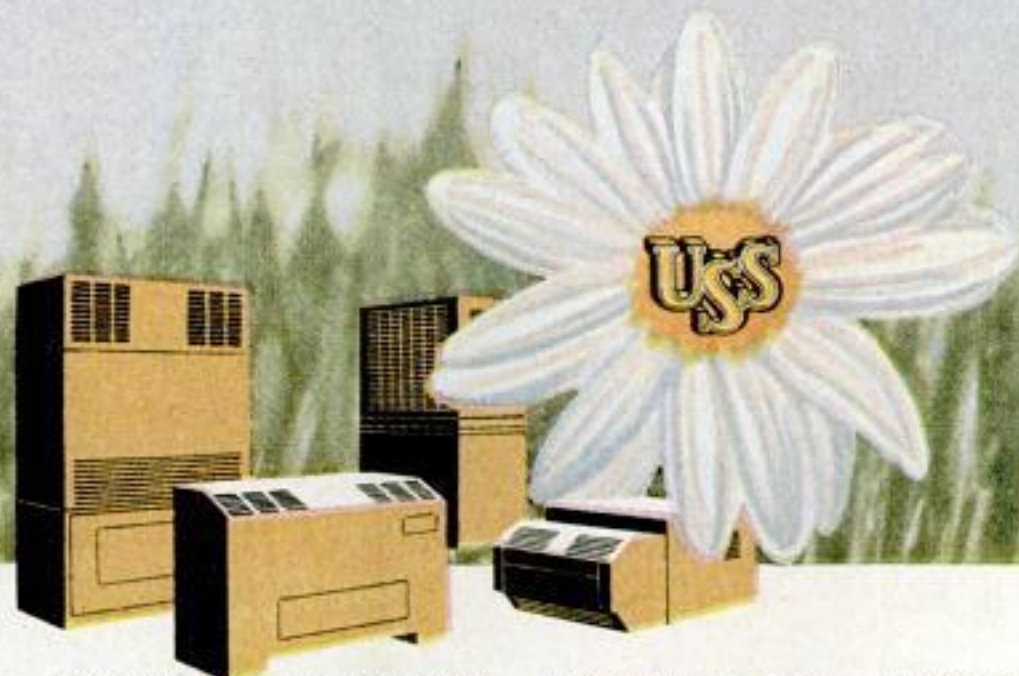
A blessed relief. But don't forget for a minute that air conditioning is a double-barrelled blessing. It defeats the heat, sure . . . but it safeguards your health, too.

For it makes that fresh, clean, bracing air of Spring an all-year-'round reality in your home. You and your family feel better because of it.

The modern miracle of air conditioning is a fine new use for an old friend . . . steel. Steel brings to air conditioners the same strength, durability and all-around usefulness it's always been famous for.

So turn on Spring in your home—all year 'round. Visit your dealer today and see the variety of steel air conditioning units he has for your selection. Prices are the lowest ever.

**Only STEEL can do so many jobs so well**



**UNITED STATES STEEL**

AMERICAN BRIDGE • AMERICAN STEEL & WIRE and CYCLONE FENCE • COLUMBIA-GENEVA STEEL • CONSOLIDATED WESTERN STEEL • GERRARD STEEL STRAPPING • NATIONAL TUBE • OIL WELL SUPPLY • TENNESSEE COAL & IRON • UNITED STATES STEEL PRODUCTS  
UNITED STATES STEEL SUPPLY . . . Divisions of UNITED STATES STEEL CORPORATION, PITTSBURGH • UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

5-429





You can get a smoother tan... faster with Skol's exclusive formula

# Tan gloriously —

your first day in the sun  
...with **SKOL'S** sun-control screen

- you don't burn
- you don't peel
- no messy oil

Skol's sun-control screen actually *regulates* the sun's effect on your skin. It shuts out the harmful burning rays. Lets in the beneficial tanning rays. Speeds up the whole tanning process—more *safely*.

#### You tan comfortably

Not a trace of oil or grease to get on your suit or towel or beach bag. Skol goes on cleanly, neatly. Doesn't pick up sand. And Skol is kind to your skin. Skol won't dry out natural moisture. Won't leave your skin feeling drawn and "tight."

#### More people tan with Skol

Originally formulated for Alpine guides to prevent dreaded "snow-burn," Skol has become the leading sun product throughout the world. Swimmers, golfers, skiers, all people who play and work in the sun choose Skol above all others.

Use the new Skol this summer. You'll tan *faster*... in a day or a weekend. More *beautifully*... and safely. Get your bottle of Skol today. Also available in plastic bottles.

"SKOL" REG. U. S. PAT. OFF.



*For 2 special skin conditions*

**SKOL Sun-Fluff**—is for those whose skin dries out excessively in the sun. Sun-Fluff contains a skin conditioner that keeps moisture in the skin while you tan beautifully and more safely. In break-proof pressurized container.

**SKOLEX**—is for those whose skin *simply cannot take* the sun. A total sun block developed by dermatologists for abnormally sun-sensitive skin... also for thin skin areas such as lips, noses, shoulders, etc.



# Snowless Skiers Beat Up Building

## A CLUB ENJOYS A WRECKING PARTY

When the wild flowers blossom on the once snowy slopes, the true skiing addict becomes melancholy. To bolster the warm weather dolors of a Chicago skiing group called the "400" Ski Club, the club president found a violent kind of tonic. She called local building wreckers until she found one with a building to be torn down and enough sense of humor to let the "400" club help demolish it.

With the police's permission the displaced skiers converged on a two-story building which was condemned to make room for a new expressway. Wearing overalls, slickers and sou'westers and armed with axes and bludgeons, they laid about them. Within minutes the walls had collapsed in a choking swirl of dust and the fixtures were junk. After a half hour there was hardly anything left to break since the amateur wreckers were confined to the building's interior. Then the grimy skiers strung up a lantern, shoved the rubble in one corner and danced until midnight.



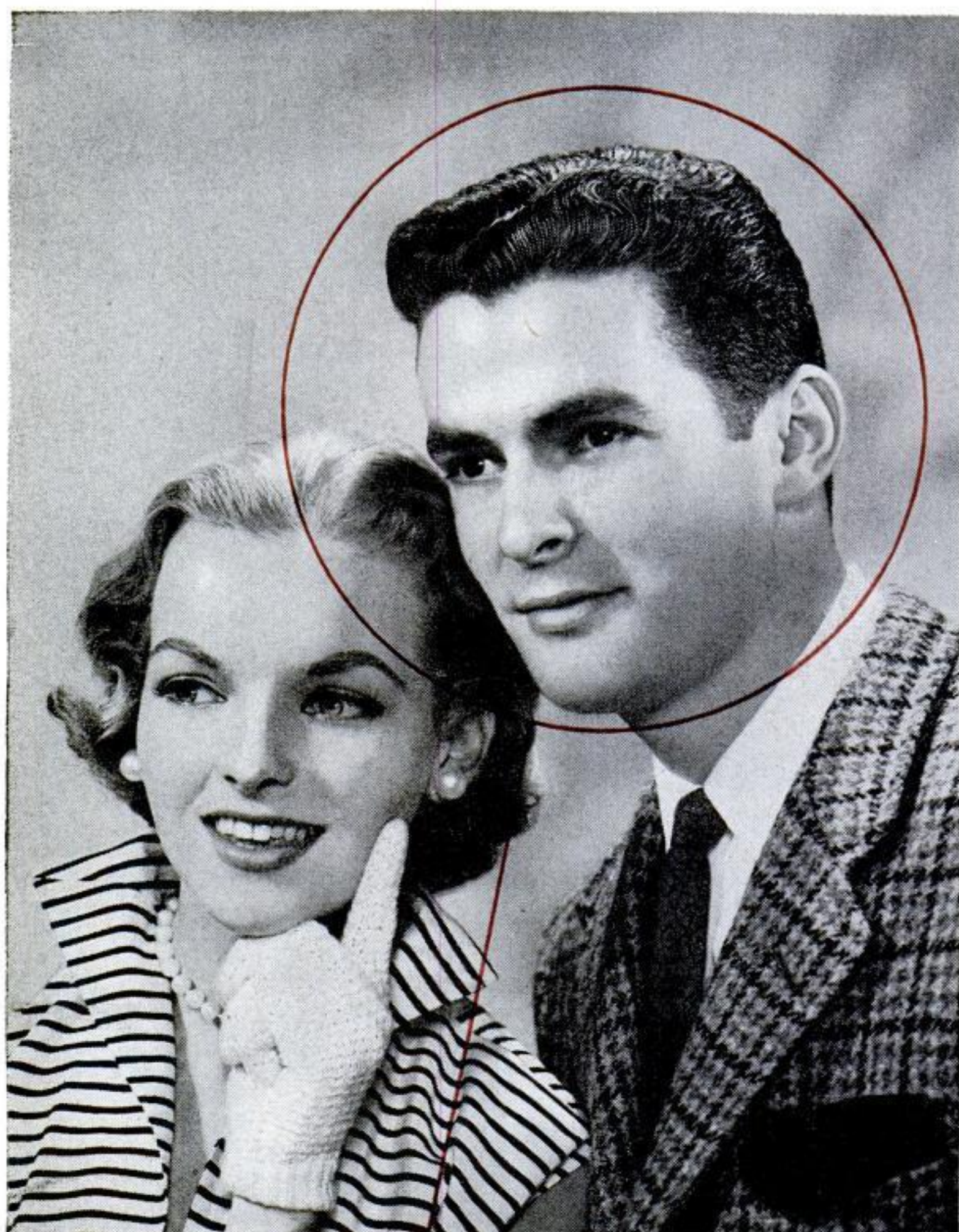
HEFTING WRECKING TOOLS, CLUB PARADES TO CONDEMNED TAVERN

OBSCURED BY SWIRLING PLASTER DUST, THE AMATEUR WRECKERS FLAIL AWAY WITH LENGTHS OF PIPE AT THE CRUMBLING WALL OF GROUND-FLOOR ROOM





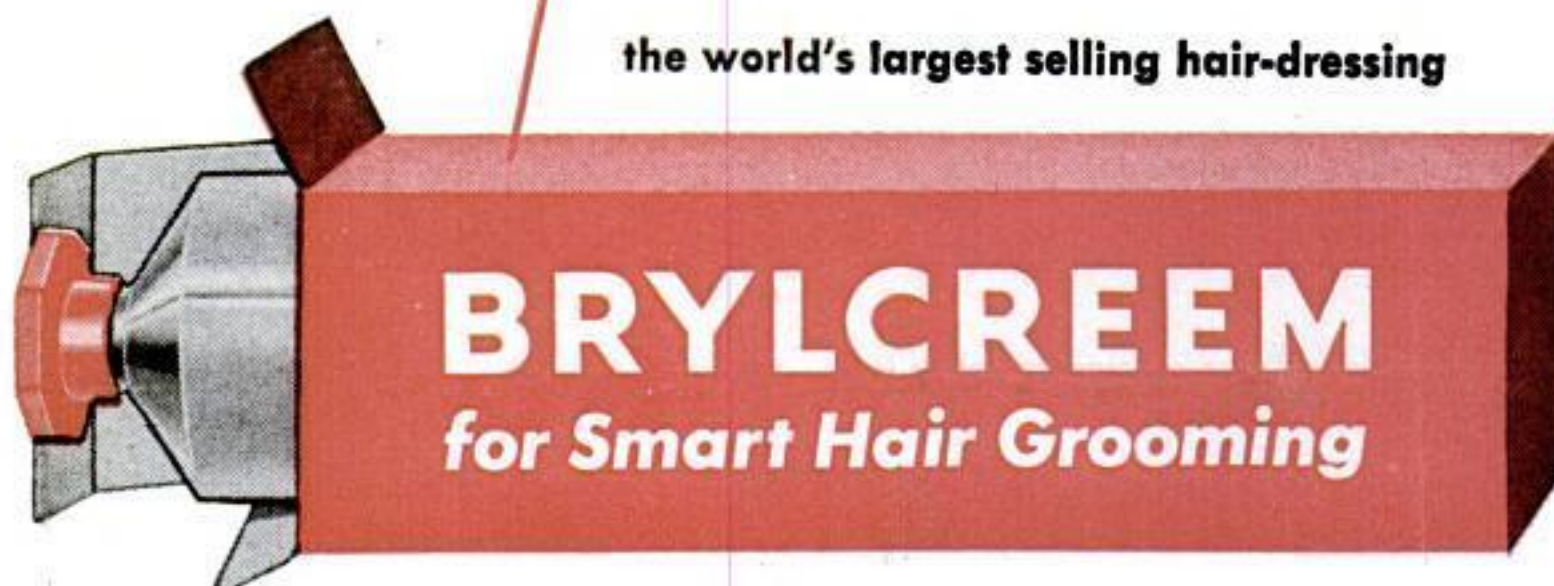
THE **SMART LOOK** IS THE  
**BRYLCREEM** LOOK!



Instantly, **Brylcreem** improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

**Brylcreem** also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try **Brylcreem** today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

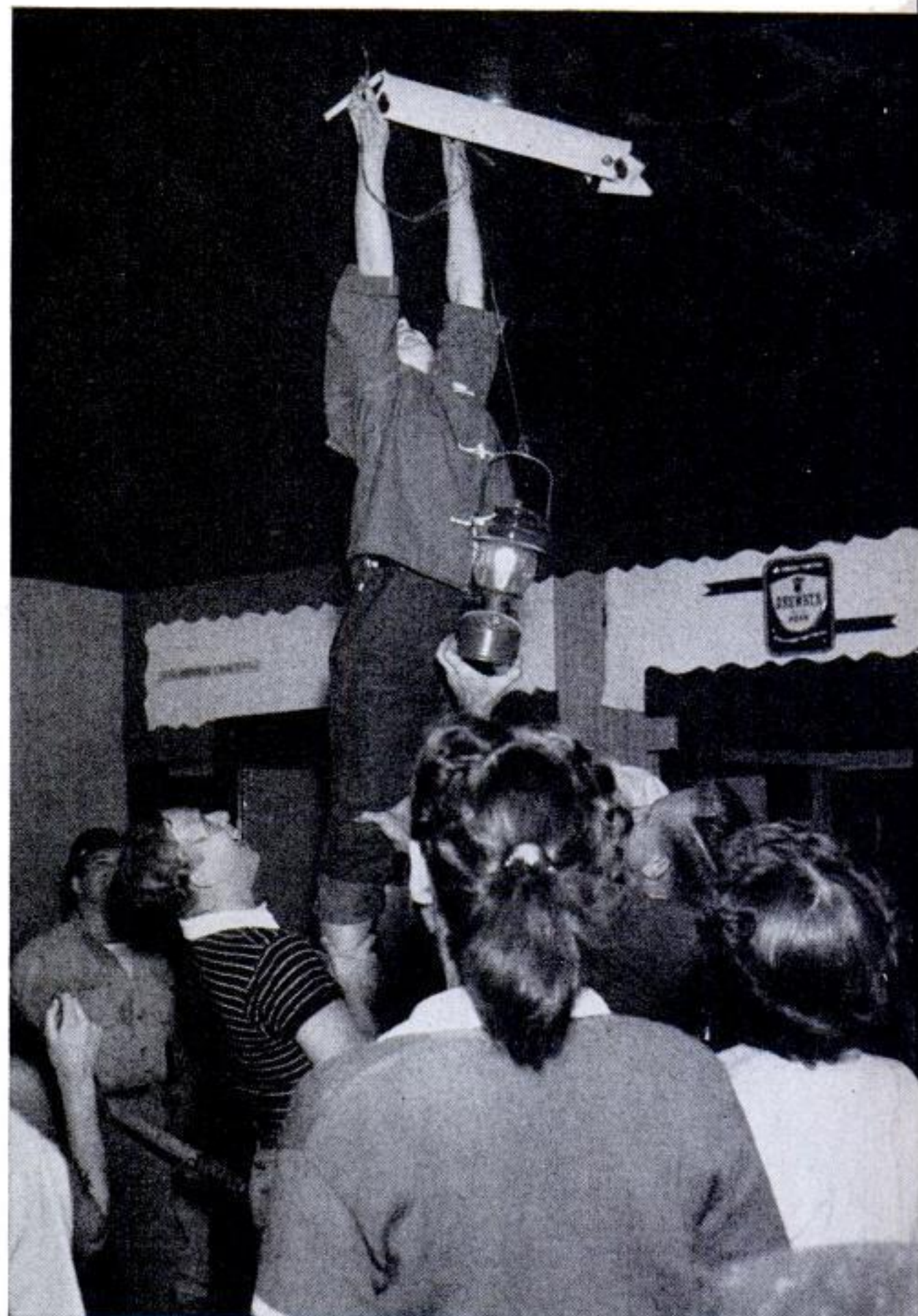
the world's largest selling hair-dressing



the rich cream that's

**Not Greasy - Not Messy!**

WRECKING PARTY CONTINUED



**STRINGING LANTERN**, Joni King is hoisted aloft to provide light above makeshift bandstand in tavern room. During party 75 skiers drifted in and out.



**SMASHING WINDOWS** from the outside was a special privilege given Al Marks (left) and Don Dahl, still mending after last winter's ski mishaps.



How to settle  
all breakfast arguments



*Everyone gets his favorite  
Ten personal portions—you open a fresh choice every time*

**Kellogg's** VARIETY PACK

America's best-liked cereals

Copyrighted material



# Barbecue the Wesson way...make jiffy sauce and 1-minute dressing



**Easier, indoors or outdoors  
...pour Wesson Oil for  
fresh-tasting sauces  
and salads**

You make the *lightest, freshest* salad dressing in just *1 minute* with pure, delicate Wesson Oil. It dresses fresh greens *lightly* to taste best with spicy barbecued meats. It suits your family best because you can season it to please them.

For fresh, savory barbecue sauce—you *pour* Wesson Oil and save the fuss of measuring and melting solid fat. You save money, too, when you make your own. And where could you ever buy a sauce or salad dressing to equal the flavor of yours—freshly made. Give your barbecues a real *headstart* to compliments with delicate Wesson Oil. There's no *finer, fresher* salad oil in all the world!

## WESSON 1-MINUTE FRENCH DRESSING

- 1 teaspoon salt
- ½ teaspoon sugar
- ¼ teaspoon pepper
- ½ teaspoon paprika
- ¼ cup vinegar
- ¾ cup Wesson Oil

Combine and shake well in covered jar. Shake again before serving. Makes 1 cup. Enjoy this light, tempting dressing over your favorite tossed greens or mixed vegetable salads—or try this enticing variation:

### Blue Cheese French Dressing

To ½ cup Wesson French Dressing add 2 tablespoons crumbled Blue Cheese.

## WESSON JIFFY BARBECUE SAUCE

- ½ cup Wesson Oil
- ¾ cup chopped onion
- ¾ cup tomato ketchup
- ¾ cup water
- ⅓ cup lemon juice
- 3 tablespoons sugar
- 3 tablespoons Worcestershire sauce
- 2 tablespoons prepared mustard
- 2 teaspoons salt
- ½ teaspoon pepper

Cook onion till soft in hot Wesson Oil. Add remaining ingredients. Simmer 15 minutes. Enough sauce to baste and serve with 2 chickens. Also good with hamburgers, hot dogs and other favorites.

**For Barbecuing Chicken Outdoors:** Brush sauce on halves of broiler chickens before and during broiling. Broil 30 to 45 minutes—12 to 14 inches from coals. Start with inside of chicken down facing coals and turn to finish with skin side down. Serve with remaining sauce.

**For Barbecuing Chicken Indoors:** Brush sauce on chicken as above and broil 30 to 45 minutes, 5 to 7 inches from heat. Start with skin side down on rack and turn to finish with skin side up.

AMERICA'S FAVORITE Salad Oil and Liquid Shortening

# Wesson Oil






# Give the luck of the Scotch.



**Johnnie Walker Red**  
So smooth-world's best selling Scotch

Blended Scotch Whisky. 86.8 Proof. Imported by Somerset Importers, Ltd., New York, N.Y.



A color photograph of a man and a woman in a dimly lit room. The man, seen from the side, is seated at a piano, wearing a light-colored shirt with thin vertical stripes. He is looking towards the woman. The woman, with short blonde hair, is leaning over the piano, wearing a dark purple long-sleeved top. She is holding a pack of Viceroy cigarettes in her right hand and a lit cigarette in her left. On the piano, there is a white mug with a green leaf pattern and some sheet music. The background is dark with some out-of-focus lights.

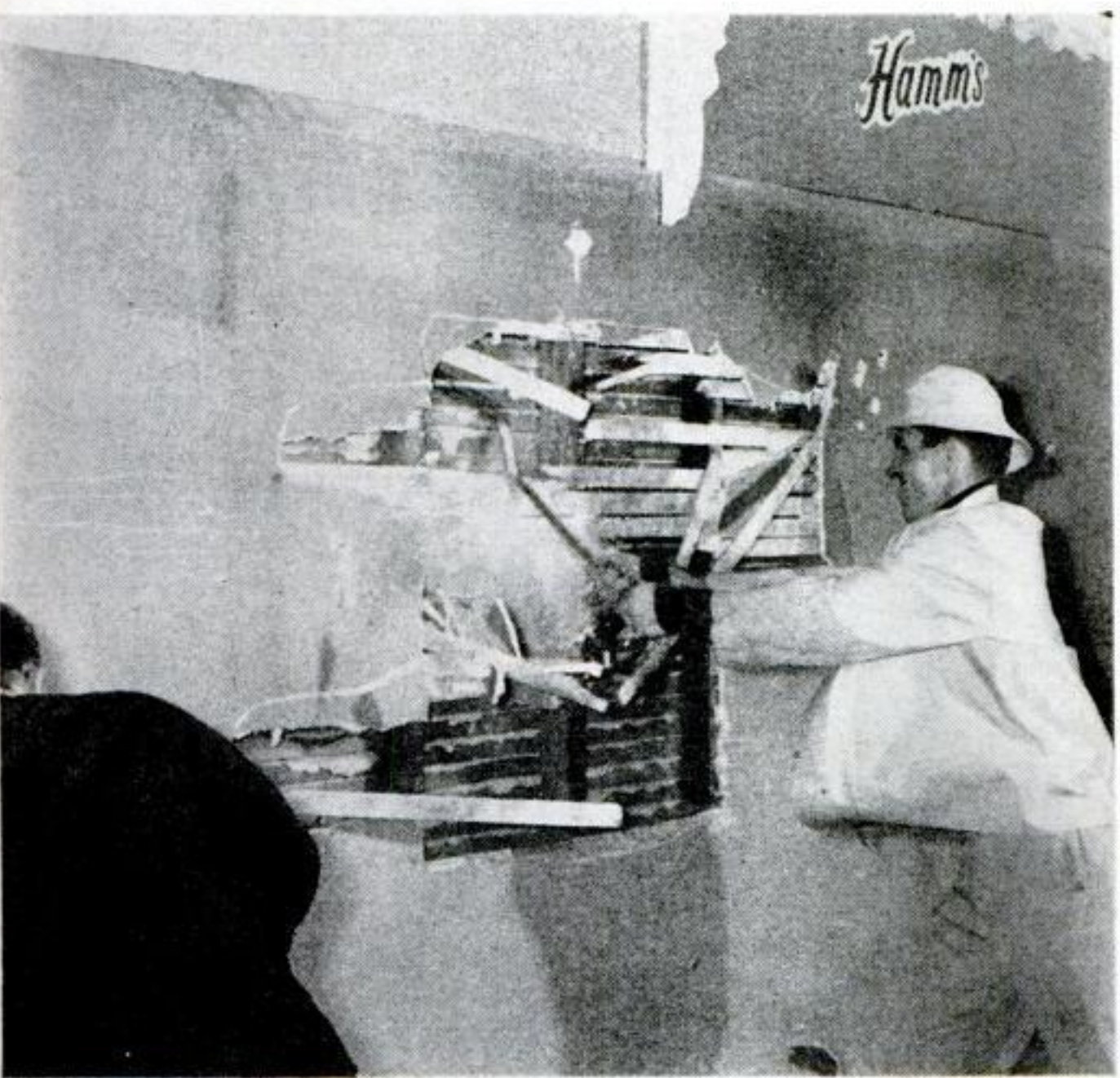
**Don't settle  
for some of the taste  
some of the time.**

**Viceroy gives  
you all the taste  
all the time.**





**SPLINTERING DOOR** with an ax, Gene Leon uses fire fighter's technique. Despite dangerous tools, only casualty was a member who stepped on a nail.

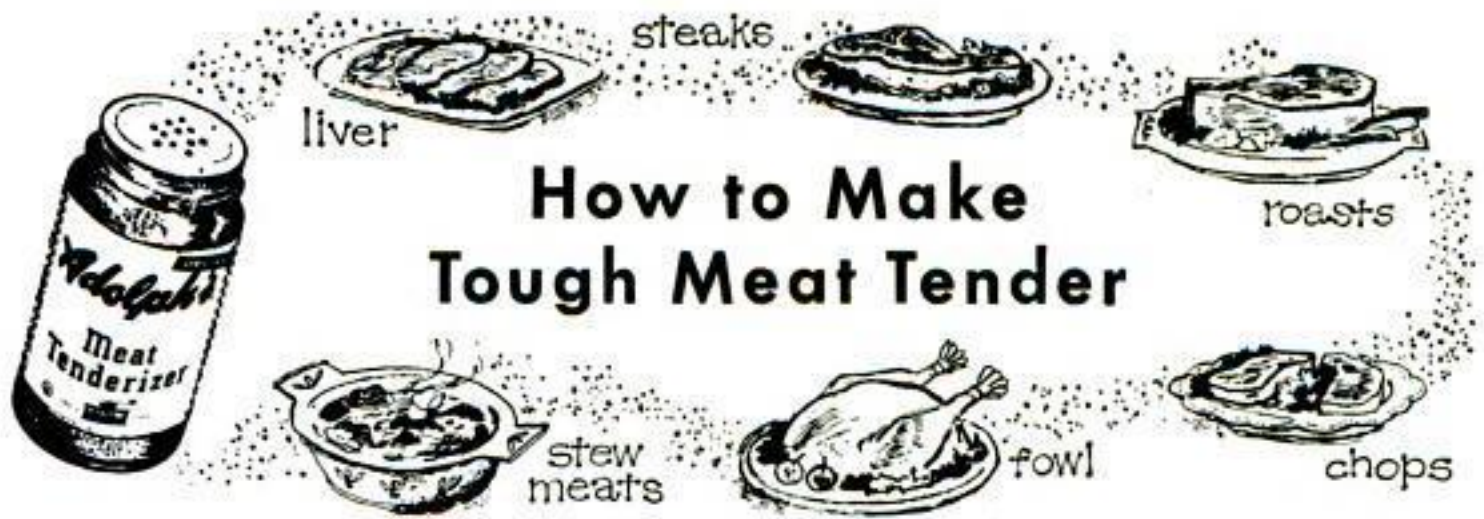


**RIPPING LATH** with a crowbar, Al Bebout shakes down loose plaster. After hole in the wall was opened up, wreckers clambered through and went upstairs.



**SHIFTING ATTACK**, Leon hits sink with his ax while Bebout wields bar. Members who came without equipment used torn-out pipes as wrecking tools.

CONTINUED ON NEXT PAGE



With a shaker of saltlike crystals you can now make the less expensive and tougher cuts of chuck, rib, round, and flank steaks so tender they can be broiled like filet mignon!

The secret is Adolph's Meat Tenderizer, a pure food product which contains a vegetable ingredient from the tropical papaya melon. Long a jealously guarded secret of professional chefs, it was quickly acclaimed by enthusiastic food experts, home economists, doctors and dieticians as one of the most valuable benefits to modern cooking and nutrition of this decade. Adolph's improves the tenderness and flavor of all meats (beef, pork, veal, lamb), fish, poultry and game. Tests prove that cooking time and shrinkage are reduced as much as 30%.

The less expensive beef cuts, while not as tender, are equally nutritious and often more flavorful than costly porterhouse, sirloin and prime rib. With Adolph's these economy cuts can now be broiled or oven roasted! When cooked this way, they retain more natural juices and vitamins.

Today, housewives all over the world use Adolph's whenever they prepare meat. With it they serve more

meat, more often, and in a greater variety of ways without increasing food budgets, and with Adolph's it costs less than a penny to make a pound of meat tender.

It's easy to use Adolph's. Simply sprinkle all surfaces of meat evenly and pierce deeply all over with a fork. Don't be afraid of losing juices; Adolph's actually helps to retain them. Allow meat to stand at room temperature one-half hour for each one-half inch of thickness before cooking. And remember—meat prepared with Adolph's will cook in less time, so don't overcook!

Thanks to this kitchen magic, tender steaks are now within everyone's budget and tough meat is no longer a problem. Food stores everywhere sell Adolph's both Seasoned and Non-Seasoned. Ask your grocer for Adolph's new meat recipe cards—they're free!

To satisfy wide interest in the varied uses of this product, a series of informative booklets are being prepared. The first two covering roasting and freezing meat with Adolph's are obtainable free on request. Write Adolph's, Box 1203A, Burbank, California.

Copyright 1955, Adolph's, Ltd.

The Continental After Shave Luxury

**PINAUD** *Lilac Vegetal*

For discriminating men, since 1810

AFTER SHAVE LOTION

\$1.00 plus tax

**HIS "ROYAL HIGHNESS" KNOWS HOW TO HANDLE HIS DUKES!**

HIS ROYAL HIGHNESS WILL MURDER THE MARQUIS OF GOOSEBERRY!

NOTS! THE OLD MARQUIS OF GOOSEBERRY INVENTED BOXING!

OH SORRY DAY!

HURRY—MORE ROYAL PUDDING! HE NEEDS QUICK FOOD ENERGY!

HOORAY! ANOTHER ROYAL KNOCKOUT!

**ROYAL PUDDING**  
Supplies Food Energy  
HELPS KIDS GROW HUSKIER

**Royal PUDDING**  
PIE FILLING  
16 FLAVORS

For scrumptious desserts every time ALWAYS REACH FOR ROYAL

O. SOGLOW  
©1955 King Features Syndicate, Inc.



BEAUTY HINT:

# Only Polaroid<sup>®</sup> Sun Glasses Turn Off the Glare



Don't squint in the sun! Wear Polaroid Sun Glasses and look better, see better on sunny days. Only Polaroid Sun Glasses turn off reflected glare—where other sun glasses merely dim it.



See the difference! Hold a pair of Polaroid Sun Glasses vertically and look at the glare off a shiny surface. Then: turn them to a wearing position. See how Polaroid turns off reflected glare completely.

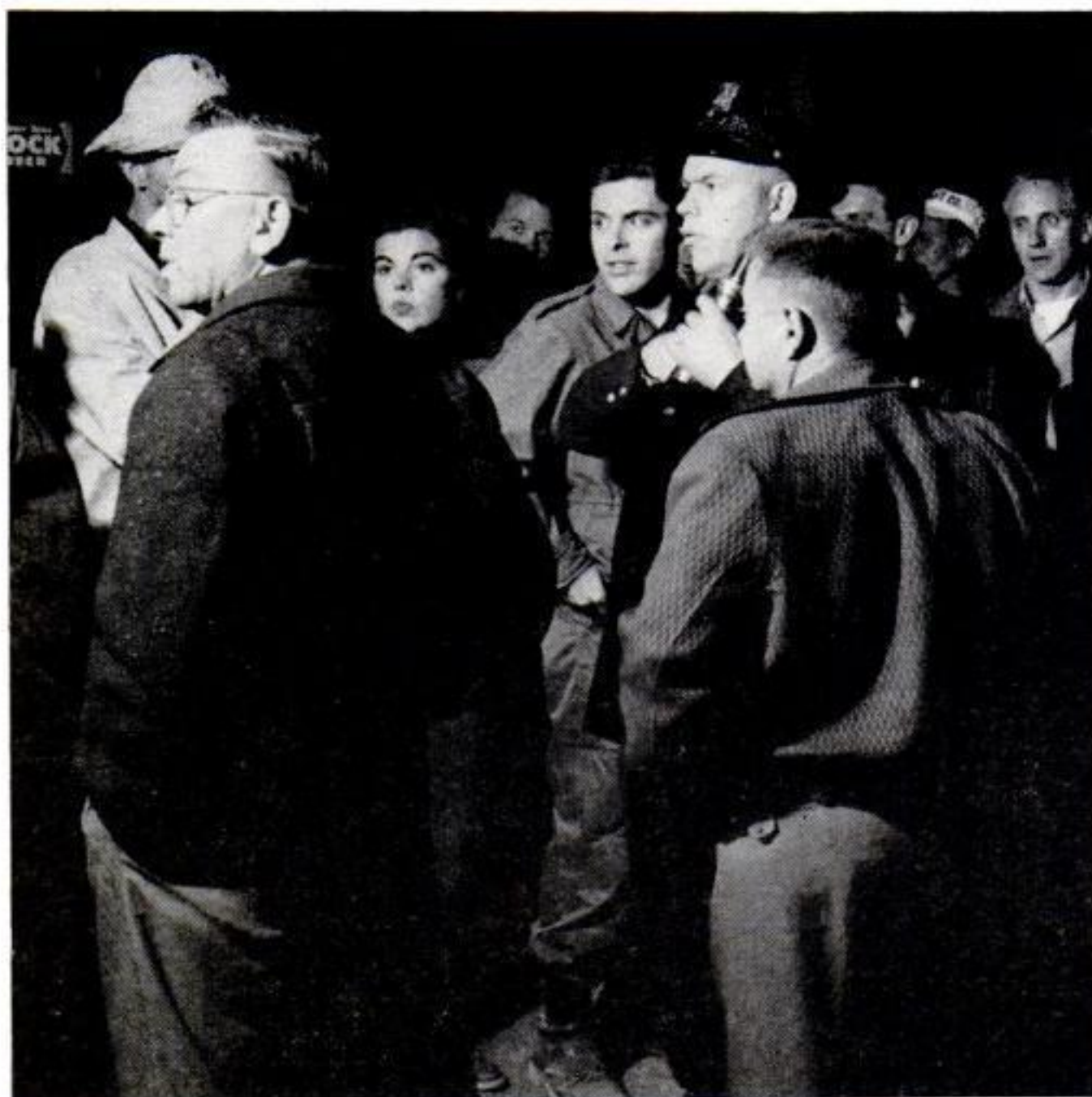


\*T. M. REG. BY POLAROID CORP.

## Polaroid SUN GLASSES

MANY NEW STYLES AND COLORS  
79¢ 98¢ \$1.98 \$2.98 \$3.95

## WRECKING PARTY CONTINUED



COMMOTION OUTSIDE is caused by neighbors who protest "rowdyism." Policeman assigned to party reported to station, then let wrecking go on.



DANCING INSIDE went on in a cleared-out corner. When the demolition was finished, some girls peeled off their overalls and danced in walking shorts.

Richer, Creamier,  
**AERO SHAVE**  
Saves 20¢ a Can!

JUST PUSH VALVE  
...OUT COMES  
LATHER!



It's the Biggest Shave  
News in 50 Years!

- Richer, Creamier Lather
- Quicker, Slicker Shaves
- No Brush Needed
- No Greasy Cream
- No Razor Clog
- 3 Beard Softeners
- Contains Soothing Lanolin

Not 79¢. Not 69¢. Only 59¢

**AERO SHAVE** Lather Bomb

Also economical King Size—12 oz. only 98¢

Now you  
can spray

New 3-in-one Oil-Spra lubricates and forms a barrier against rust! No more messy rags—oily fingers! Sprays oil at touch of button!



**"3-IN-ONE" OIL**

QUICK RELIEF

**TUMS** 10¢  
A ROLL

FOR ACID INDIGESTION

GUARANTEED TO CONTAIN NO SODA

### How Hospital Stopped Athlete's Foot Itch!

Amazing "hospital-tested" cream destroys Foot Itch fungi on 60-second contact... instantly relieves the itching too!

Why endure that agonizing toe itch? Hospital tests show TING Antiseptic Cream gives instant relief... restores wonderful comfort to sore, burning skin and cracked, peeling toes.

Laboratory tests prove TING's remarkable fungicidal action destroys Athlete's Foot fungi on 60-second contact. Prevents spread of infection too. Aids healing of raw, cracked toes amazingly fast.

TING is a non-greasy, stainless "dry cream" discovery. Simply rub on. Dries quickly to powder that clings and thus continues relief for hours.

Buy TING today. Guaranteed results. Money back if you are not satisfied. At all druggists. Only 69¢.







## Your Chance For \$10,000

The beach is a great place to take pictures, if you just want to paste them in your album. But if you are an amateur photographer with serious hopes of having your work published, here's a tip from LIFE's Editors. Leave the beach to the bathers; it's about the most overworked piece of real estate in the world of photography.

And along with the tip, the Editors offer you a challenge: to look about you with your photographer's eye at the people you live and work and play with; to see in things like the harmony of a factory car pool or in the frictions of a mother-in-law's annual visit a chance for some memorable photographs; to meld these pictures into a photographic essay, good enough to make the pages of LIFE.

In conjunction with the Photographic Society of America, LIFE is sponsoring a contest among *amateur* photographers and will award \$10,000 in prizes for the best photographic essays submitted *on any subject*, and postmarked by midnight Saturday, July 30, 1955.

The key words here are "amateur" and "photographic essay." Our contest rules define an amateur as anyone who earns *less than half* his income from photography.

As for a photographic essay, it is easier to explain by example than by definition. The Walt Whitman essay, which appears on pages 113

through 121 of this issue, is an example of a photo essay, but a rather specialized one. More usual—and certainly within the reach of any enterprising amateur—are some recent LIFE essays, "A Father Sees His Child Born," "Spring on a Farm," "The Polish Americans." A look at these stories will give you a clear idea of the content and scope required of a LIFE photographic essay. You'll quickly discover that above all, an essay is characterized by completeness.

An essay in some seven to 12 pages of pictures sums up *all* a reader might want to know about some vital and interesting phase of life and living in America and in the world. And looking back over past issues, you might agree that some of LIFE's most informative essays have been about people and places you might have run into yourself, sights and scenes that might have unfolded before your own eyes, commonplace subjects made exciting by uncommonly descriptive photography.

You may already have a set of photographs which meet the requirements of a photo essay. If so, send now for an official entry form: PSA-LIFE Photo Essay Contest, P.O. Box 795, New York 46, New York. If not, better plan an essay and start shooting. Ten thousand dollars and a chance to be published in LIFE is a target worth shooting at.

ANDREW HEISKELL, *Publisher*



## DRUG STORE STICK-UP

Jim Bledsoe, who runs a drugstore and teen-age hangout in Hobart, Okla., has discovered that the undersurface of his soda fountain is an excellent business index. The more customers he has, the bigger grow deposits of the chewed-out gum they stick under the counter. Business has been so good that he has to have the counter scraped twice a year. With a scraping due, a photographer put a light at one end of the counter and shot past the knees of bobby-soxers to show the gum that piled up in six prosperous months, like barnacles on a ship.







It is the essence of hospitality  
to let your guests see  
what you are serving.

You need never hesitate when it is

# Old Grand-Dad

"HEAD OF THE BOURBON FAMILY"



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY COMPANY, FRANKFORT, KENTUCKY





WHITE DRESS BY JANE DERBY

## Almost everyone appreciates the best

... and the extra-bright refreshment of Coke goes so well with good food.



TASTE the extra-bright tang of Coke, the zest it adds to fine food.

SERVE ice-cold Coca-Cola with meals to make them brighter and better.

DISCOVER the extra-bright fun it brings to indoor or outdoor eating.

Enjoy it often for extra-bright refreshment — ice-cold Coca-Cola, so pure and wholesome.

*The Pause That Refreshes . . . Fifty Million Times a Day*

"COKE" AND "COCA-COLA" ARE REGISTERED TRADE-MARKS

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